

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City.



Vol. CLXIII, No. 9

NEW YORK, JUNE 1, 1933

10c A COPY

*"Here's to old Adam's crystal ale,
Clear, sparkling and divine!
Fair H₂O, long may you flow.
We drink your health—in wine!"*

OLIVER HERFORD



WHEN Canada Dry Ginger Ale first appeared on the horizon of potables, it promised the thirsty something ultra in taste pleasure. "But"—said most every one—"what can be done to ginger ale to make it more than ginger ale?"

In four short years "Canada Dry" became the largest-selling ginger ale in the world. It had something no ginger ale before it ever had.

Now comes a new beverage and a new promise—Canada Dry's Sparkling Water. Again, we expect the challenge—"What can any one do to water to make it more than water?" But Canada Dry has done it. And the public is going to acknowledge it.

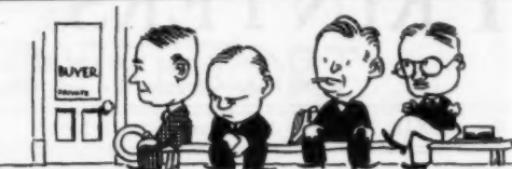
In a measure this is an easier task than introducing Canada Dry Ginger Ale. The name, "Canada Dry," is known for accomplishment. The power of the printed word is thoroughly understood. The merchandising plans are tried and true.

Again the powerful team of Percherons—"Quality" and "Advertising"—are hooked into the traces. The driver is in his seat cracking the whip. There's going to be quick and continuous action! A consistent campaign of four-color pages in leading publications of national circulation breaks at once. A big bottle—at an unprecedented low price. And what a bottle!—sheening, iridescent silver. As for the "soda" itself, one runs out of adjectives trying to describe its life, its zip, its tang.

N. W. AYER & SON, INC.

ADVERTISING HEADQUARTERS

WASHINGTON SQUARE, PHILADELPHIA
New York Boston Chicago San Francisco Detroit London

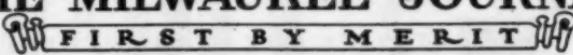


Sales aren't made in the Waiting Room!

TWO factors determine a newspaper's ability to move merchandise. One is coverage, of course. But more important still is the element of buying readership. Without it a newspaper is no more effective than the salesman who doesn't get beyond the buyer's waiting room.

The newspaper which combines both coverage and buying readership to the greatest degree is the newspaper which sells most effectively and economically. In Milwaukee, it's The Journal—with 61 per cent more circulation than the second paper and a habitual buying readership attracted by a volume of advertising twice as great as the second paper.

Milwaukee is one of the top markets in buying activity today and a schedule in The Journal will take your message to the buyers there, and in Wisconsin, with maximum effectiveness and minimum cost.

THE MILWAUKEE JOURNAL
FIRST BY MERIT

THE MARKET PLACE OF MILWAUKEE

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLXIII

NEW YORK, JUNE 1, 1933

No. 9

How Shall We Get Higher Price in Changing Market?

This Company Did It Successfully by Bringing Out New Line and Introducing Style Element

AS commodity prices go up, thus making it necessary for manufacturers to get higher prices for the finished product, an intricate problem intrudes itself. This is due to the fact that when a branded name has been merchandised in connection with a certain selling price over any specified length of time, the price becomes firmly fixed in people's buying consciousness. There has been established a custom or habit, the breaking of which is going to require real ingenuity and resourcefulness. Every producer who is trying to put this puzzle together—and who isn't these days?—will be interested in reading here how the Walter Booth Shoe Company answered the question by building a higher priced line, thereby increasing dollar volume for itself and its dealers.

By Harold O. Leiser

Of Walter Booth Shoe Company

THESE last few years have seen many price changes. Most manufacturers' wholesale prices have dropped about 30 to 40 per cent—quality remaining the same. This naturally has played havoc with the manufacturer's dollar volume, even if he could continue to sell the same number of units. Expenses could not be cut as fast as dollar volume went down.

This situation was faced early last year and we knew that it must be overcome in some way, where intelligent thinking in sales and advertising would do its part to put over an idea.

Our program had been the manufacturing of men's shoes to retail at \$5 and \$6. With prices on the downslide, we early in 1932 were making \$3 and \$4 shoes with a natural slump in dollar volume, although, fortunately, we were selling the same number of units. Now we wanted to build up our dollar

volume. We wanted to sell \$5 to \$6 shoes.

The retailer, naturally, was facing this same situation. His dollar volume was falling off and anything that we could do to help him sell \$5 and \$6 shoes would be mighty welcome to him. In other words, by helping our customers, we would automatically help ourselves.

All well and good—but what to do to sell \$5 and \$6 shoes today when we had always been in that price range when prices were higher? People who had paid that price for Walter Booth shoes would expect those same Walter Booth shoes at lower prices. Rightfully so, for they could have them at \$3 and \$4 a pair.

If we wished to go upstream in the current of prices we would have to do something entirely different. That was just what we did. We built an entirely new line of

From Barber Shop to Drug Store

How Advertising Has Helped Fitch's Shampoo Show a Steady Annual Increase in the Consumer Market

By William Curtis Lamb

Of the F. W. Fitch Company

IF you had been a Western barber thirty-one years ago, a steely-eyed young salesman in the twenties, with a convincing seriousness about his own product, might have entered your shop.

He would have told you that he had a new preparation that would remove dandruff. Then he would have selected one of your customers and asked permission to show what he could do.

As a clincher, he would have taken out his wallet from his inner pocket, deposited it on the work-stand, and said: "Boys, in that pocket-book is all the money I've got in the world. It's 150 miles back to the Fitch factory . . . and if I don't dissolve and wash away every particle of dandruff from that customer's head, the wallet is yours."

Here was a challenge, and it was a rare shop indeed, where Fred W. Fitch, founder of The F. W. Fitch Company, was not allowed to demonstrate his shampoo.

But Mr. Fitch was not content that his shampoo should always be a barber product. Viewing the rise of drug stores, he employed men to sell them. Here, advertising began to play its important part.

Other concerns were whirling to new heights on the beauty theme. The godfather of advertising, Claude Hopkins, was called in. Shrewd as he was, the great man here made a misjudgment. He said the shampoo market was relatively so small and the appeal of Fitch's shampoo so limited even in that field that the product would never pay out through national advertising.

But this pronouncement did not convince Mr. Fitch and for more than a decade the company has shown a steady annual increase in the drug market—and this includes

the year 1932, when the previous year's record was topped.

Newspapers, magazines, car cards and radio have all been used in presenting the dandruff appeal to the public.

From an advertising standpoint, the problem has been to re-create



Sales of the free product increased even while it was being given away with the shampoo

the drama and the thrill of the dandruff message Mr. Fitch so well personalized when he slapped his wallet on the back-bar of the barber shop and said, "Boys, it's all yours if my shampoo won't do the work."

Analyzing, there were three factors in the sale: First, telling certain facts about the product; second, demonstration; third, the urge to buy.

In advertising the company tells the merits, then offers the sample,

and finally, through follow-up letters, urges the customer to buy.

People are told that dandruff is not a disease, but a natural condition . . . that it results when the dried skin sloughed off the scalp unites with the oil from the hair glands and dust and grime from the air. Copy declares that the only way to be rid of dandruff is to dissolve it, then wash it away. "Cure" has been left out of the copy.

Newspapers usually co-operate generously in the special drives, calling the leading druggists together for a banquet, where the salesman addresses them as a "modern merchandising expert." No orders are taken until the following day when jobber salesmen capitalize the good-will that has been created.

In breaking new territory, a combination of shampoo and bath spray has been a ready seller. Close to a million bath sprays have been sold. The company uses many combination offers: Shampoo and hair brush, shampoo and comb, shampoo and shaving cream, shampoo and Ideal hair tonic; and for 1933, shampoo and hair oil.

Do combinations pay? During 1932, while the hair tonic was still free in combination with the shampoo, the sale of the tonic in its own package increased 30 per cent.

As a rule, the sales manager se-

Murphy Succeeds Merrill on "Herald and Examiner"

William H. Murphy has been appointed advertising director of the Chicago *Herald* and *Examiner*. He has been with that newspaper for thirteen years, most recently as classified advertising director.

Walter J. Merrill, who has served as advertising director of the *Herald and Examiner* for the last year and one-half, has returned to the headquarters staff of the Hearst Newspapers at New York, his previous connection. He was at one time advertising manager of the New York *World* and of *Liberty*.

"Harper's Bazaar" Appoints Hammer

George A. Hammer, formerly with The Curtis Publishing Company and MacManus, Inc., and, more recently sales director of Walker & Company, Detroit, has joined the staff of *Harper's Bazaar*, New York.

lects related products in the company's line, but sometimes an item of extraneous manufacture is chosen, such as the bath spray. One druggist who normally sells three-quarters of a dozen of the shampoo in one week sold 200 shampoo-spray combinations the following week.

Through the entire orgy of price-cutting, not a dime has been cut off the list price of the shampoo. The public wants, not lower prices, but more value. Combinations have solved the problem.

It was important to know whether coupon clippers were ultimate buyers. A house-to-house canvass of 1,000 people who had requested samples revealed that 32 per cent became buyers.

Future advertising campaigns are used as a lever for quick sales. Druggists are broadsided and sales equal to half the cost of the schedule are often secured before a line of copy appears.

A morning radio program directed to the housewife has contained a maximum of advertising. The Fitch professor dominates the quarter-hour with his talk on dandruff and other hair problems, and a male quartet provides musical background.

The advertising department always has four or five large window displays available and also places great confidence in counter cards.

F. H. Meeker Represents "Grit" in East

The Grit Publishing Company, Williamsport, Pa., has appointed Frank H. Meeker as advertising representative of *Grit* in the Eastern territory, with headquarters at 270 Madison Avenue, New York. The John Budd Company will continue as advertising representatives of *Grit* in Western territory. Mr. Meeker was formerly national advertising manager of the New York *Herald Tribune*.

Woodward Appointments

J. D. Galbraith, formerly Chicago manager of the Pacific Coast group of Hearst Newspapers, has been appointed Western manager, at Chicago, of John B. Woodward, Inc., publishers' representative. He succeeds R. L. Rubel, who has been transferred to the firm's New York office.

J. L. Jurnegan, formerly Pacific Coast representative of the Rodney E. Boone Organization, has been appointed assistant to Mr. Galbraith in the Chicago office.

Moving Up Fast

Here's some optimism for the omigodders. During the first twenty-three days of May compared with the corresponding period in 1932, The Free Press shows a gain in daily local retail advertising totaling 22,582 lines or 12.7%. One evening newspaper showed a loss of 14.5%; the other a gain of 2.4%. Detroit is stepping ahead with the speed of seven league boots. It's a smiling, buying town, going somewhere and going strong.

The Detroit Free Press

“Never mind dinner . . . *here comes a parade!*”

BY AND large, life is a dull thing to most people. It's work and sickness, landlords and taxes, childbirth and death. No wonder Americans are so fascinated by any occurrence which partakes of excitement. They dote on fires and parades. The wedding—or funeral—of a perfect stranger is sufficient to impel them.

Such things jolt them out of their ruts and affect them deeply. They are welcome interludes in a seldom-interrupted routine of washing dishes, darning hose, running for the 8:15, and meeting the weekly payments on the radio.

We are all, in some degree, attracted by any noisy or colorful event that takes place outside our own scheduled monotony. We can talk forever about our tonsillectomy; or the fight we saw in 1919, when Dempsey beat Willard; or the thrill of that moment when we fell overboard in Orchard Lake.

Anything that is unusual, that is beyond the pale of everyday happenings, lures us . . . feeds our imagination . . . gives us a topic of conversation that lasts eternally.

It is understandable, then, why dull or ordinary advertising draws few readers, fewer buyers. If we fail to get into headlines that quality of being *different*, we fail to touch the commonest human chord.

Make copy unusual! Not in the freakish sense, but in the sense of the theatrical. Give it glamour . . . romance . . . drama . . . excitement! People will be drawn to it as irresistibly as they are drawn to a band of marching men.

And then—if your story is simply told; if your argument is adroitly presented, if it is convincing and sincere, you can be *sure* it will sell!



RUTHRAUFF & RYAN, INC.

New York: *Advertising* Chicago:

405 Lexington Avenue

360 N. Michigan Ave.

Detroit: 7430 Second Boulevard • St. Louis: 812 Olive St.

Packaging the Product to Bring Repeat Orders

There Are Six Factors That Encourage Consumers to Buy Again and a Successful Package May Have Them All

By H. A. Toulmin, Jr.

FIVE merchandising executives were struggling with the problem of how to package a product. Packages attractive to the eye had been designed.

"Now let's try the dark room test," suggested one.

"We'll have our packaged product and those of our various competitors put in a dark room. We won't know the order or arrangement of the packages on the table. Then we'll feel, smell and try to open each package in the dark. Each of us will line up the packages in the order of our preference from right to left. After several days, without looking at the packages, we'll mentally select the one that we remember as the most satisfactory from the standpoint of convenience, form, pleasing odor, and ease of opening. Then we can select the one that will be most effective from all standpoints."

Packages are like salesmen. Some of them are "one-timers" in the trade. They can startle a customer into buying a bill of goods once but they can never return to the customer and sell him again. Such packages and such salesmen are expensive luxuries.

Let us consider the "memory" urge of a good package and how to get that urge into play. We can best do so by practical illustrations of successful packages that live up to the memory standard.

Of course, the appearance of a package should urge the customer to buy. But the appearance should do more than that.

It should be a mental peg on which to hang the identification of the goods so that the customer can describe the package later and buy the same goods in that same package time and time again.

A salad dressing with a broiled live lobster in appetizing red on

a golden salad dressing background or a dish of berries in a silver holder spell luxury and satisfaction.

Add to that kind of label on the package the stimulus of taste and you have driven in the second memory peg. That is the basis of the fine appeal of the wrappers of Gorton's Cod Fish Cakes. That company plays up the taste effect by wrapping its fish in flavor retaining parchment.

The moisture proof Cellophane wrapper for cigars is a case in point. Dated coffee packages and vacuum tins emphasize freshness, and indirectly picture the delicious aroma of the perfect coffees.

So, too, many a dairy has increased its business by providing a bottle cap that can only be used once so that there is no possibility of substituting bad milk for good milk between the dairy and the consumer.

Capitalizing on Odor

The next memory peg is the sense of smell. The ability of the package to retain the desired odors that are associated with the goods is often the potent argument in causing you to remember the product. Anyone who has smelled the delightfully clean odor of Yardley's soap, or the aroma of Corona cigars, or the fine leather smell of well-tanned gloves, or the appetizing odor from McLaren's Cheese packages will have another item of identification of both the product and the package driven into his memory.

Many manufacturers seem to think that the aroma of their products should be concealed and hidden as something to be ashamed of. On the contrary it should be a memory stimulant and a sales getter.

The ease of opening the package

and discharging its contents is important. Morton's Salt has capitalized this by providing a container that advises "When it rains it pours."

Obviously, a woman who wants to sprinkle baby powder doesn't want to resort to a can opener to get the powder can open, but some manufacturers seem to think that this is the established domestic procedure.

Why Not Flat Pickle Jars?

Why should pickle manufacturers persist in putting their product in sweet sticky vinegar that lets go in a shower when you try to get the large cork out of the long pickle bottle? Why should pickle bottles be long? It takes a hat pin or ice pick to get the bottom pickles. A flat, shallow jar would seem to be the logical package if consumer good-will is worth wooing.

Opening a can of sardines put out by some manufacturers is an experience for acrobats. Some manufacturers of varnishes for home consumption seem to think that painting should, like charity, begin at home and their paint be spread unevenly over the customer before getting it on the intended surface.

There is one more important item in the memory bag of tricks. That is the feel of the package when carrying or pouring. A soft drink bottle should be convenient to the size of the hand and sufficiently roughened in a pleasing way to prevent its slipping. Such bottles are often drained of their contents without using a glass, so that the mouth of the bottle is important. The cap should be so designed that when it is taken off, broken glass does not get into the contents and a sharp edge left. Many a soft drink manufacturer apparently has never taken this into consideration.

A package containing a powder which has to be dusted presents a problem. It must be tight enough to ship and yet easy to open and close in use. A neat powder package that can be conveniently handled with one hand and satisfac-

tory operated with the fingers of that hand has an enormous advantage over the package which must be operated by both hands.

Packers Tar Soap devised a metal storage box and eliminated the difficulties with the foil wrapper that made it difficult to use the soap a second time.

Aside from making a permanent pleasant memory impression on the customer, the package should, if possible, be designed to remain in the customer's possession as a constant reminder and advertisement of the goods that it once contained. To do this, it is necessary for the package, after it has discharged its original contents, to do duty for other purposes, preferably in connection with additional supplies of the same goods.

The Green & Green Cracker Company some years ago launched a successful advertising and merchandising campaign for crackers, which was founded upon this idea of package design. The crackers were first placed in a flexible sack of paper. This sack was placed in a sealed pasteboard box, on one end of which was a coupon, saying that for a half dozen of these coupons a decorative metal container, suitable for the pantry shelf, would be supplied by the grocer.

Tin Used Same Color Scheme

This pantry tin was just big enough to contain the sack of crackers, so that all the purchaser had to do was to withdraw the sack from the pasteboard container and place the sack in the moisture-proof, permanent metal pantry tin. Of course, the tin carried the same general color scheme as the original package, so that it would continue to advertise, in an unobtrusive way, the Green & Green product. This was a markedly successful method of merchandising, which was duly patented by the company.

The same idea has been employed by manufacturers of hard candies, who place them in toy glass lanterns. A manufacturer of tobacco designs his tin so that it can be used as a cigarette case after the

tobacco mixture has been used up. A New England vinegar manufacturer provides a small-size glass cruet, with an ornamental stopper, that can be used for other liquids than vinegar. Molding the manufacturer's name in the glass carries on the good-will advertising.

These novel container designs can be monopolized by the merchandiser through either mechanical or design patents. In fact, such containers often become the primary trade-mark of the manufacturer.

It has always been possible with glass containers to display the contents, but many products are not suitable for the glass container. Textile materials, such as blankets, shirts, neckties, underwear, and the like, or crackers, can take advantage of these displays. Many articles, which are delicate in color or finish, can reach the customer in sound condition without preventing full inspection by the customer, if they are wrapped in these transparent, protective wrappers.

Crosse & Blackwell place their marmalade in a container of fish bowl shape and scatter through the marmalade, which can be seen through the walls of the container, fish-shaped pieces of orange peel. Another manufacturer imprisons an orange blossom in the clear marmalade.

The customer is not the only person to be regarded in the merchandising of a package. The retailer also regards the package from the point of view of the preservation of the contents from moisture, insects, and bacteria, to prevent spoilage on the shelves. He is especially interested in the display that the packages will make from a distance of eight or ten feet. Many a package has been a

failure because although it was a beautiful design when seen in the hand, it was an indefinite blur when viewed from ten feet away while displayed on the retailer's shelf.

The outside of the package should give the initial urge to buy. Other points of the package such as the appeal to the taste, smell, hearing and touch should multiply the pleasing first impressions so that the first purchase constitutes a memorable occasion to be repeated indefinitely by repeat orders.

Thus memory can be encouraged and fixed:

(1) By the feel of the container in the hand.

(2) By the appearance and color of the container.

(3) By ease of handling, pouring, etc., as well as opening.

(4) By its adaptability as a permanent container for subsequent uses of the same material or similar material.

(5) By satisfactory smell, taste, etc.

(6) By the ease of examining its contents.

Some people remember by sight, some people remember by hearing, some people remember by sense of smell, and some people remember by sense of taste.

The successful package appeals to all of these characteristics. No matter what the peculiarities of memory of the customer, the remembrance of the package and its contents will be multiplied by the number of senses that are stimulated and employed by the purchaser.

Good merchandisers are good memory managers. The corporate balance sheet measures their success.

Hearn Joins Picard-Sohn

Alfred S. Hearn, formerly president of The Alfred S. Hearn Company, Inc., New York, has joined Picard-Sohn, Inc., New York advertising agency, as vice-president.

Curtis Appoints B. B. D. & O.

The Curtis Publishing Company has appointed Batten, Barton, Durstine & Osborn, Inc., to direct the advertising of *The Saturday Evening Post*.

Alaga Syrup to Fitzgerald

The Alabama-Georgia Syrup Company, Montgomery, Ala., has appointed the Fitzgerald Advertising Agency, Inc., New Orleans and Atlanta, to handle the advertising of its Alaga Syrup.

With "Your Magazine"

Wesley T. Jones, formerly in charge of sales promotion of *The Family Circle*, New York, has joined *Your Magazine*, of that city, in an executive capacity.



...not how big...but how good!

If mere size meant anything, Park Avenue would be hump-backed from wearing lump-coal lavalieres. And, incidentally, The Chicago Daily News wouldn't be carrying, day for day and issue for issue, more advertising than any other newspaper in Chicago.

Over 400,000 good, healthy, fit circulation . . . that's the answer. No bloat. No dross. No pumping or padding. And, even more important, no "pre-dates" (today's paper untruthfully misdated tomorrow and pre-sold the night before . . . thus obsoleting the advertiser's sale story and robbing it of its news zest.)

Then, too, the whole advertising world knows that The Chicago Daily News is The CHICAGO Daily News . . . not the SCATTERVILLE Daily News, and that its circulation sticks 96% where Chicago circulation has to be if it is to do business in Chicago . . . inside the official geographic Chicago 40-mile trading area.

Finally, consider the fact that The Chicago Daily News goes *into* the home (not out of it) in the evening . . . when homes are really homes . . . not just ports of debarkation.

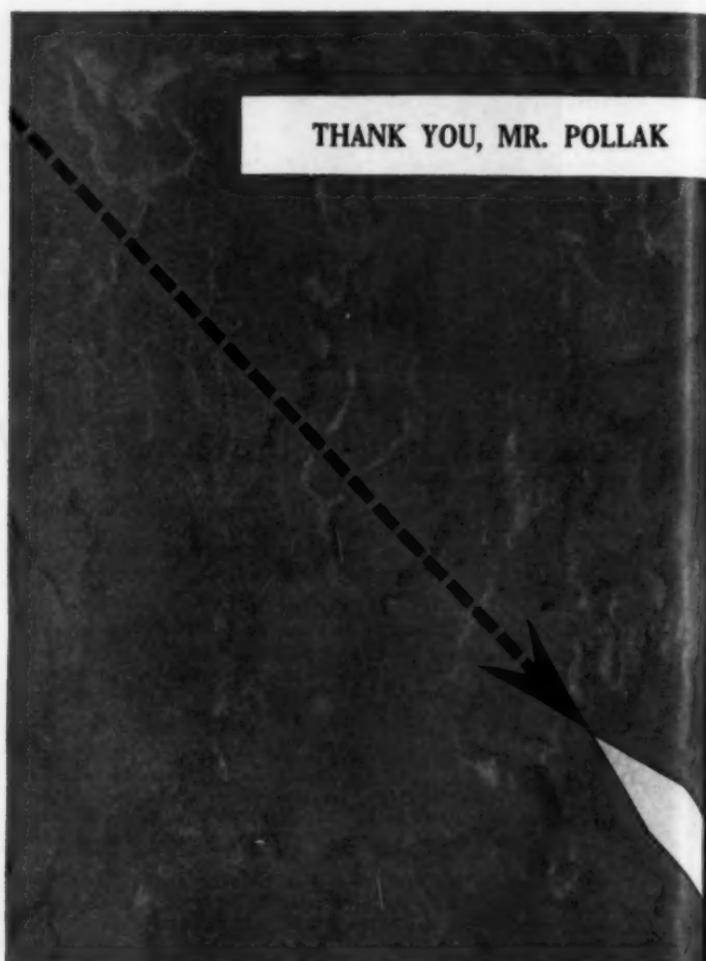
And with all of this The Chicago Daily News costs you less money. Why? Because there is no BULK-A-TEER ★ tax. You pay for no circulation suet. Besides, you know that you've got a diamond . . . not just a LUMP OF COAL.

★**BULK-A-TEER**—one who promotes just bulk or size, completely ignoring functional merit and intrinsic worth.

THE CHICAGO DAILY NEWS

-Chicago's Great Home Newspaper

GEORGE A. McDEVITT CO., National Advertising Representatives
NEW YORK CHICAGO PHILADELPHIA DETROIT SAN FRANCISCO



THE BOONE MAN REPRESENTS
27 HEARST NEWSPAPERS
DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston American
Baltimore News
Washington Herald
Washington Times
San Francisco Examiner

Atlanta Georgian
Chicago American
Detroit Times
Omaha Bee-News
Seattle Post-Intelligencer

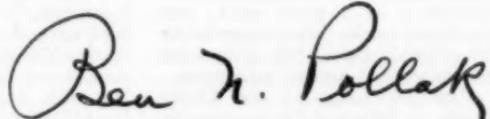
SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Rochester American
Detroit Times
Omaha Bee-News
San Francisco Examiner

Baltimore American
Washington Herald
Atlanta American
Seattle Post-Intelligencer

"I WANT to congratulate your organization on the clarity of viewpoint and the intensity of purpose which goes straight to the point in analyzing the Buying Power of a market. I know of no other source of information more dependable, when planning a selling campaign."



ADVERTISING MANAGER
RICHFIELD OIL CORPORATION
OF NEW YORK

NTS
ERS

a Georgian
American
roit Times
Bee-News
telligence

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE
NEW YORK

Chicago

Detroit

Cleveland

Boston

San Francisco

Philadelphia

Rochester
Los Angeles

Atlanta

Seattle

American
ton Herald
American
telligence

And Now Come Masks

Next Few Months Will See Advertisers Circulating Them by Millions as Premiums

JUNE will see the children on the streets and grown-ups at parties masked to impersonate the characters of the comics and the stars of the screen. The masks are being made available by a number of advertisers, each of whom is offering or will offer the masks of certain characters.

Advertising in the comics by the Wm. Wrigley, Jr., Company features the Comic Club, members also being provided with comic club money and stamps as tie-in material. Nineteen masks, in all, are offered, each obtainable for a dozen wrappers and three cents in stamps.

The Wrigley series includes Popeye, the Katzenjammers, Maggie, Barney Google, Boob McNutt, Toots and Krazy Kat.

The Gumps are being employed by the Lambert Pharmacal Company, which is featuring the new give-away as a party mask, one of three masks being distributed by retail druggists free with each purchase of Listerine toothpaste.

The popularity of the Gump family is indicated by the deal to druggists of twenty-eight Andy Gump masks, twelve Chester Gump masks and eight Min Gump masks with each order for four dozen 25-cent tubes of toothpaste and two

dozen 25-cent tubes of shaving cream for \$10.77. The deal includes one Gump family window display, one window streamer, one shaving cream counter merchandiser and one shaving cream window streamer.

The first use of the idea is credited to the Wander Company which used masks as premium offers on the radio, with Little Orphan Annie as the hook.

Twenty-four-sheet poster showings and newspaper space will feature the offer of masks of Tarzan the Ape characters by the Northern Paper Mills. Procter & Gamble is coming along, in a campaign on Camay soap, with offers of masks for Smitty and Herbie, Harold Teen and Lillums and five Moon Mullins characters.

Mickey and Minnie Mouse are lending themselves to promoting the sale of Quaker Oats; the Toonerville Trolley characters are lined up with Westinghouse, while Socony-Vacuum has cornered the masked aid of Skippy, Mutt and Jeff, Ella Cinders and the folks from Keeping Up with the Joneses.

Ralston-Purina has turned to the movies for its contribution to the great drive to mask the consumer with Tom Mix as its character offering.

Abbott and Dieterich with Mennen

Frank Abbott, formerly buyer for Mc-Kesson & Robbins, Inc., has been appointed sales manager of The Mennen Company, Newark, N. J., Mennen shaving preparations.

F. S. Dieterich has resigned from the Frank Presbrey Company, New York, to join The Mennen Company and will be in charge of advertising and sales promotion. He had been previously with the Joseph E. Hanson Company.

Joins Beneficial Management

The Beneficial Management Corporation, New York, has appointed F. C. Eibell as advertising manager. He was formerly advertising and publicity manager of the Worthington Pump and Machinery Corporation and succeeds R. L. Stratford, resigned.

"American Spectator" to Carry Advertising

The American Spectator, New York, literary newspaper, which started publication eight months ago but which has carried no advertising, will accept advertising beginning with its August issue. Amy Vanderbilt has resigned as account executive and head of the book department of the Blaker Advertising Agency, New York, to become advertising manager of the *Spectator*.

Form Pagano-Wilbar, Inc.

A corporation has been formed under the name of Pagano-Wilbar, Inc., for the production of natural color photography in print form. The officers of the new corporation are: President, William Fisher; vice-president, Louis A. Wildman; secretary, Walter J. Williams, and treasurer, Bert D. Pagano. Offices will be at 360 West 31st Street, New York.

Yes, Law Can Prevent Misuse of Advertising

Mr. Appel Brings Up an Interesting Question and Here Is the Answer

JOHN WANAMAKER NEW YORK,
INC.

Editor of PRINTERS' INK:

Your symposium on the proposed regulation of advertising is very interesting, but it is a fair question to ask: "Can the misuse of advertising be prevented by criminal law?"

I am led to ask these questions because recently I served on the New York County Grand Jury investigating election frauds. The evidence was conclusive. We brought indictments. But only a few convictions have been procured before the trial juries.

Does not the same difficulty prevail now in the enforcement of the PRINTERS' INK Statute by the States, and would it not continue with Federal enactment?

So far as the retail advertising of New York City is concerned, I believe the situation would better be met by a *combined censorship of all the newspapers*, acting jointly, instead of individually as they are now doing. Each paper to have a representative on the jury and all to accept the jury's verdict. The control would be stronger, the cost less, and there would be no fear or favor in reaching a verdict.

In cities where Better Business Bureaus exist, censorship might be delegated to them. Newspapers now hold membership in these organizations, and merchants also are generally represented in their management. There would then be a still more mutual control and regulation. Furthermore, codes of advertising practice have been adopted by Better Business Bureaus and accepted by most merchants, which would be the basis of censorship.

All advertisers and publishers shy at the word censorship. But it exists today.

I am not criticizing this statute. I am strongly in favor of any method that will further curb untrue, deceptive or misleading adver-

tising. I am merely asking: Is a Federal PRINTERS' INK Statute the cure?

JOSEPH H. APPEL,
Director of Publicity.

Mr. Appel, a tried-and-true friend of good advertising, asks a fair question in the foregoing and we are pleased to give him what we believe is the correct answer.

If the publications of the country, radio and other media, could unite upon some ironclad standard and relentlessly apply it to all advertising, it is obvious that the user of untrue, deceptive or misleading advertising would encounter difficulties. It is equally obvious, however, that the working of such a plan would encounter insuperable obstacles which need not be detailed here.

It is much simpler and more workable, to have a clean-cut law imposing a penalty on anybody who tells lies in his advertising, makes unfounded claims or misleads his trade.

Answering Mr. Appel's question as to whether the misuse of advertising can be prevented by criminal law, we are going to quote here from a letter we received last week from W. E. Frye, manager of the Toledo Better Business Bureau. Ohio was the first State to enact the PRINTERS' INK Model Statute which now has been introduced as a Federal law by Senator Capper.

"The PRINTERS' INK Model Statute in Ohio," Mr. Frye writes, "has been of inestimable assistance in curbing untrue or deceptive advertising. Ever since the Toledo Bureau was organized, fourteen years ago, the PRINTERS' INK Statute has been quoted to advertisers and in many cases co-operation has resulted in eliminating misstatements of fact. In several cases, however, prosecutions have been had in the local courts."—[Ed. PRINTERS' INK.]

Some Convictions Would Help

HENRI, HURST & McDONALD, INC.
Advertising
 CHICAGO

Editor of PRINTERS' INK:

Replying to your letter:

Question No. 1—Do you think a Federal law punishing dishonest advertisers and, on the other hand, giving the honest advertiser nothing to fear in the way of mischievous censorship would be worth having?

Answer—Yes, unquestionably. Such a law, vigorously upheld, would benefit consumers, retail merchants, manufacturers, publishers and advertising agencies. The law should apply not merely to foods and drugs but to all products or services which utilize advertising in any form. Many a manufacturer nowadays signs his name to an advertisement which he would blush to repeat in a verbal way before any public gathering. The fact that his advertising agency perpetrated the deception would not wholly excuse the advertiser. The truth, properly drama-

tized, will sell any meritorious product or service. Wilful misrepresentation is not only a moral wrong but also an indication of mental laziness.

Question No. 2—Do you not believe that such a law, administered by the Attorney General would be vastly better than having advertising controlled by a bureau or commission?

Answer—We think the law would be more uniformly respected if administered by the Attorney General. Two or three spectacular convictions, with punishment that fits the crime, would have a most sobering effect upon those who use and those who create advertising. Even in the old "patent-medicine days"—thirty years ago—there was a less amount of insidious, purposely misleading advertising than there is today.

Corrective measures should be instituted in all businesses and professions that wish to avoid being classified as "rackets."

W. B. HENRI.

Destructive Censorship

THE SPOKESMAN-REVIEW
 SPOKANE, WASH.

Editor of PRINTERS' INK:

Answering your letter of May 9, I have read with much interest the reprints from PRINTERS' INK which you enclosed.

Censorship of advertisements by the Federal Government would be destructive. The delays would be harmful in high degree, and the

constant annoyance through errors of judgment by the hundreds of Government employees, who would be required to do the censoring, would be unbearable.

It seems to me that the PRINTERS' INK bill, as introduced by Senator Capper, would cover the situation satisfactorily. I can think of no argument against it, and hope Congress will act on it favorably.

W. H. COWLES.

Public Should Know Facts

MICHIGAN FARMER
 DETROIT

Editor of PRINTERS' INK:

The public is entitled to the facts in advertising copy and particularly so when that copy is distributed through the mails. But in assuring

truthful copy the mistake should not be made of using Government censorship which would seriously handicap the advertiser and impede progress in industry and business. It would be far preferable to correct violations in this, as in other cases, after the violations.

This type of control is provided for in the bill recently introduced in the United States Senate by Senator Arthur Capper of Kansas as Senate Resolution No. 1592, which would prohibit untrue, deceptive and misleading advertising through the use of mails or in interstate or foreign commerce.

We believe this measure should have full support of advertisers and publishers since it provides a solid foundation of confidence on which to build a safe and serviceable advertising program.

BURT WERMUTH,

Manager.

Dangers of Censorship

OAKLAND TRIBUNE
OAKLAND, CALIF.

Editor of PRINTERS' INK:

Any attempt to inflict censorship upon advertising should be opposed just as strenuously as endeavors to impose censorship on editorial matter.

Advertising men are fully capable of drafting and judging their copy, and certainly far more qualified to

judge its merits than any board of advertising censors sitting in Washington.

Public protection against those few dishonest advertisers who may attempt to sell through misrepresentation will be adequately provided along the lines of that advocated by PRINTERS' INK.

J. R. KNOWLAND, JR.,
Assistant Publisher.

Advertisers Would Have Nothing to Fear

THE CAREY SALT COMPANY
HUTCHINSON, KANSAS

Editor of PRINTERS' INK:

We have long thought that a universal adoption of the PRINTERS' INK Model Statute would constitute about all the censorship necessary to properly protect the public. At the same time, if honestly administered, advertisers would have nothing to fear.

There is no doubt but that some censorship is to be practiced by the Federal Government, and we would like to see the PRINTERS' INK Model Statute used as a pattern for this control, and believe that it would be vastly more to the public good than to have the administration under the jurisdiction of a bureau or commission.

R. G. STREETER,
Advertising Manager.

Business Built on Honest Advertising

OLIVER FARM EQUIPMENT SALES
COMPANY
CHICAGO

Editor of PRINTERS' INK:

Our company has been in continuous successful operation for more than eighty years, and naturally we are interested in honest advertising because that is the kind upon which our business has

been built. We have nothing to fear from any law, Federal or otherwise, punishing dishonest advertisers, and after reading many of the advertisements written during the last year or two it is our personal conclusion that some such advertising law might very well be enacted.

B. C. KING,
Publicity Manager.

Vigilance Is the Price of Honest Advertising

S. C. JOHNSON & SON, INC.
RACINE, WIS.

Editor of PRINTERS' INK:

I have your letter of May 3, asking my opinion on the advisability of a Federal law to punish dishonest advertisers.

I think a Federal law punishing dishonest advertising a good thing, for it is no more than obtaining

money under false pretenses. Vigilance is the price of honest advertising and an additional watchman in the form of the Government, will make it that much more certain that falsehood will not creep into the advertising pages in the future.

H. F. JOHNSON, JR.,
President.

Places Burden on Advertiser

THE LINCOLN STAR
LINCOLN, NEBR.

Editor of PRINTERS' INK:

I believe that a Federal law punishing dishonest advertisers will tend to protect the public and will make advertising more productive for honest advertisers.

PRINTERS' INK's Model Statute places the burden of proof upon

the advertiser—who is presumed to know whether or not he is making an honest offer.

I am of the opinion that if the PRINTERS' INK Statute is enacted as a Federal advertising law that we would be taking a step forward to meet the need and remove the menace.

W. W. WHITE,
Advertising Manager.

Agrees with P. I. Policy

THE B. F. GOODRICH COMPANY
AKRON, OHIO

Editor of PRINTERS' INK:

While we agree fully with the policy set forth in your model advertising law and the Capper bill based on your model law, nevertheless I personally consider it un-

fortunate that Government action seems at all necessary as advertisers should be able to keep their own house in order without the necessity of Government intervention.

S. M. JETT,
Secretary.

Would Stop Censorship

THE EVENING STAR—THE SUNDAY
STAR
WASHINGTON, D. C.

Editor of PRINTERS' INK:

I have always approved of the statute covering false advertising and think that the PRINTERS' INK Model Statute, with slight changes

to make it applicable to Federal purposes as introduced by Senator Capper, is highly desirable.

At the same time such a statute, if enacted into Federal law, would undoubtedly stop the agitation for the objectionable censorship of advertising.

FLEMING NEWBOLD.

In BALTIMORE --

PICK-UP NOTED IN STEEL PLANT OPERATIONS

--From THE SUN
May 24, 1933

Gain At Sparrows Point
In Two Months More
Than 30 Per Cent.

**EXPORT PRODUCTS
ARE ON INCREASE**

Scrap Output Also Shows
Marked Improve-
ment

In the last two months there has been a pick-up of 30 to 40 per cent. in the general operations at Sparrows Point plant of the Bethlehem Steel Company, S. J. Cort, general manager at the plant, said yesterday. The outlook for continued improvement, he added, was favorable.

The greatest improvement, Mr. Cort explained, has been noted in demand for sheets, tinplate and wire goods. The tinplate mills at the plant are working at seventy-five per cent. capacity.

Scrap Demand Up

Coincident with the improvement in the steel industry, there has been a marked increase in the demand for scrap iron and steel, according to officials of plants here that currently are employing 500 men in scrapping operations, whereas a year ago all three plants were shut down.

**THE
SUNPAPERS
in April
Daily (M & E)**

274,226

How OLD SHOULD SHE BE FOR YOUR A

D
ELI
THE YOUNGER

FOR YOUR ADVERTISING?

There are more than twice as many adult women under 46 as there are over that age; more than four times as many under 56 as over 56. And this is a very fortunate thing for the advertiser.

The modern-minded mother and the grown-up younger woman are the receptive ones; the active buyers of goods in today's world — and tomorrow's. After middle age, it is harder to change our habits and we don't have as many wants to satisfy.

More than six years ago, the new Delineator began to adapt its editorial appeal to the progressive interests of the forward-looking matron and the young woman of marriageable age. This policy has consistently been followed, and with these significant results

Delineator has a greater proportion of readers between the ages of 18 and 45 than any of the other five women's magazines. Delineator has a smaller proportion of readers older than 45, and a still smaller percentage over 55, than any of the other five women's magazines.

We should like to give you these facts in detail and outline the method by which they were ascertained.

D E R T W O M I L L I O N

David E. Town

Telegram

SANSON, CALIF.

Editor of PRINTERS' INK:

David Town, ever since he joined our organization, has been an important factor in it. He was a man of fine business ability and wide business experience.

He was a very judicious man and, in addition to the work he did himself, he was a valued adviser to others.

He was a "guide, philosopher and friend" to many of us. I probably profited more than any by his wise and conservative advice.

I shall miss him greatly as an associate and still more as a friend.

WILLIAM RANDOLPH HEARST.

* * *

WHEN Mr. Hearst, in response to a request from PRINTERS' INK for a statement, paid this tribute to David Edward Town, he gave expression to a sentiment held by many in the publishing world in which Mr. Town had been a prominent figure for thirty-three years until his death at New York last week after a short illness. He was in his sixty-second year.

Three years after Mr. Town took up newspaper work, he was appointed business manager of the Chicago *Evening Post*. Subsequently, while in newspaper work, he became associated with John C. Shaffer in the grain business at Chicago. In 1914, he was made general manager of the group of newspapers headed by Mr. Shaffer which, in addition to the *Post*, included the Denver *Rocky Mountain*

News and Times, Louisville *Herald*, Indianapolis *Star*, Muncie *Star* and Terre Haute *Star*.

He remained with the Shaffer group until 1921. In 1924 he joined the Hearst organization as a mem-



ber of its executive committee. Within a few years he was advanced to general supervision over all Hearst newspapers and magazines. He was chairman of the executive committee of the Hearst Corporation and chairman of the board of the International Magazine Company.

A director of the Associated Press from 1915 to 1922 and a leading member of the American Newspaper Publishers Association, Mr. Town was esteemed for his counsel and his efforts to further journalistic progress.

McGrath Joins Schlitz

Donald McGrath, for ten years vice-president and general sales manager of the Three Minute Cereals Company, Cedar Rapids, Iowa, has joined the executive sales organization of the Jos. Schlitz Brewing Company, Milwaukee. He will devote much of his time to the direction of sales to the grocery field and large chain organizations.

Joins Tracy

Clarence R. Holmberg, formerly of the Gardner Advertising Company, has joined W. I. Tracy, Inc., New York, as production manager.

Insurance Group Postpones

As the result of a mail vote of the executive committee of the Insurance Advertising Conference, it has been decided to postpone indefinitely the annual meeting scheduled for Chicago in September. During the fall a series of informal one-day regional meetings will be held instead whenever a sufficient number of members indicate a desire for such a discussion group.

This postponement does not affect the plans of the Life Group of the Conference which will hold its national convention, as planned, at the Edgewater Beach Hotel, Chicago, on September 25, 26 and 27.

Compound Q Touches Off Another Gas War

New Ethyl Product Sends Giants of Oil into Advertising Action—and There's More to Come

QUIETLY, the Ethyl Gasoline Corporation told the industry that produces, refines, blends, and distributes gasoline that, on May 27, throughout the United States east of the Rockies, the corporation would make available to approved licensees a yellow liquid, named "Compound Q."

And last week, east of the Rockies and more concentratedly as the conflagration moved eastward, Compound Q touched off an explosion of advertising.

Full pages flared from newspapers to announce new "regular" gasolines with new qualities; and posters took up the cry; and the radio echoed it over the air waves.

Mindful of the developed market of its older licensees for Ethyl-treated high-test gas, Ethyl had said to its approved licensees of Compound Q: "No doubt, the new compound will help to expand the gasoline market by enabling you to increase the anti-knock rating of gasolines that you may sell without a premium on the price. But by no means are you to call the Q-treated gasolines Ethyl gas—anyway, not in your advertising."

And thus it was that the public, startled by what looked like an advertising earthquake, didn't know at all that these new gasolines actually were Ethyl—until the first motorist stopped at a pump to try one of the new fuels and found on the pump the usual sign, warning that the liquid therein contained lead.

Carefully as the new advertising sidestepped mention of the word "Ethyl," however, it scarcely trod softly in other respects. A consumer would have been dull indeed who didn't suspect that he was looking on from the sidelines at another gasoline war, a slightly different war this time, but a war in which the combatants, although they all seemed to start under the

same rules, undeniably went into action with their heaviest artillery.

Here and there, too, the contestants scrambled out of their trenches bang-off at the outset, and mixed it, hand-to-hand, right out in the open.

Tide Water heralding Triple-X Tydol, commandeered a page to flash a knight in armor, sword held high, who shouted "Tydol Challenges with a Revolutionary Gasoline at No Extra Cost."

And Richfield, with a rush, commanded another page to flash another knight, of mold equally belligerent, right gauntlet upon the ground at his feet and sword thrust into the earth at his side, who shouted back: "Challenges Accepted! Not one, not two, not three, not five, but ten premium qualities keep Richfield ahead of competition!"

Tide Water carried the battle into three media—newspapers, posters, and radio—300-odd newspapers from Canada to Norfolk and westward through Pennsylvania—a barrage that covered its whole field of distribution.

And Richfield went into newspapers throughout the Eastern and North-eastern States, west to Pittsburgh and south to Maryland; and to radio and newspapers Richfield added direct mail.

Standard of New Jersey Not Talking Yet

With a new gasoline to be called Essolene, Standard of New Jersey rumbled toward the advertising front, admittedly on the aggressive, but saying: "We're not talking—now. But we'll be in the scrap!"

Texaco, with a heavy investment in Fire Chief gas, went into council; and the only advance word that came from the Texaco camp was this: "Whatever action we decide to take on 'Compound Q' will

June 1, 1933

be revealed in the newspapers."

Gulf, with plans already made three months ago for a campaign to announce a lubricant-containing "Good Gulf Gas," gave out the news that, war or no war over Compound Q, Gulf would proceed

dent of the Standard Oil Co. of Ohio.

"Exaggerated claims as to gasoline quality are creating confusion in the public's mind and making meaningless many of the current advertising statements about motor

Tydol Challenges

WITH A ... REVOLUTIONARY GASOLINE AT NO EXTRA COST

The Highest Lubricating Gasoline
The Most Revolutionary Gasoline
The First Lubricating Gasoline

PROPS IT UP WITH A FEW SPARKS

TRIPLE-X TYDOL

CHALLENGES ACCEPTED!

Not one...not two...not three...not five...but ten premium qualities keep Richfield Golden Gasoline a year ahead of competition.

You find Richfield gas stations in 40 states. Come in and try it. It's the best. And remember, it's always clean.

RICHFIELD
Golden  **gasoline**

EXCLUSIVELY IN CORPORATION OF NEW YORK • 125 East 42nd Street, New York

"Tydol Challenges" proclaims one knight in armor; "Challenges Accepted!" replies the Richfield knight in full-page newspaper space

with its planned program; and that the advertising, stressing Gulf's "fresh gas" theme, would go into newspaper space in twenty-seven States.

Shell Eastern Petroleum with a campaign behind it that has been running in the newspapers since April, was proceeding, at least temporarily, with its Supershell copy—but issuing no statements about what it might do with “Q.”

The Socony-Vacuum group moved into range and opened fire for its new Mobilgas, "a new Mobilgas with the *highest anti-knock* value that any refiner ever has been able to crowd into any gasoline and still sell it at regular prices."

Standard of Ohio fired, also, but seemingly in the other direction; for, in full-page space, Ohio newspapers carried this copy, signed by Standard of Ohio's president, W. F. Holliday:

"A Statement from the Presi-

fuels. Sohio X-70 is backed by our company's sixty-three years of refining experience. We do not believe it is exceeded in anti-knock rating or in any other important quality by any other non-premium gasoline sold in Ohio, and we do not intend that it shall be exceeded."

Meanwhile, the war-front promised to broaden.

Apparently preparing to unlimber its guns for Essolene, Standard of New Jersey seemed likely to carry forward with it its subsidiaries—Colonial Beacon, Standard Oil of Louisiana, Humble Oil & Refining.

Socony-Vacuum, so the trade said, will treat its intermediate-grade gas with "Q"; and in the Socony-Vacuum group, in addition to the Vacuum Oil Company, are Standard of New York, Magnolia Petroleum, White Star, Wadham's Oil, Lubrite Refining, White Eagle, and several other smaller companies.

Other "Q"-treaters, which, according to the trade, have been issued licenses include the Great Lakes pipeline group—the Barnsdall Refineries, Inc., the Mid-Continent Petroleum Corporation, the Pure Oil Company, the Continent Oil Company, the Skelly Oil Company, and the Phillips Petroleum Company.

No doubt, there already are, or soon will be, a number of other licensees.

Meanwhile, the Ethyl Gasoline Corporation, which started it all, kept fairly mum. To no one would Ethyl relinquish a list of the names of the new licensees. Seemingly, the list is growing; for Ethyl is scanning applications from other producers, blenders, and distributors.

From the advertising point of view, the somewhat jumpy situation presents at least one particularly interesting detail.

Each of the competing companies, offering a new gasoline produced by treating a non-premium fuel with "Q," is starting from precisely the same point as are the others.

Ethyl's purpose has been, in part, to enable refiners to offer anti-knock fuels without investing heavily in capital outlay. The company has not relinquished its faith in the premium business; and it believes that with the return of normal conditions, motorists will turn again to higher-priced gas. Meanwhile, "Q" is intended to broaden the market.

But meanwhile, also, with the competing licensees banging away, Ethyl sits in the capacity of umpire. Not only must the competitors refrain from calling their

new gases Ethyl-treated, but each must hold his new fuel under an octane rating of seventy. Indeed, among the licensee-producers themselves there is a feeling that the rating ought to be held to a maximum of sixty-seven, or even cut to sixty-five. In some instances, in fact, producers voluntarily have dropped the octane rating below the permitted seventy, and, thus far at least, are holding it at sixty-five.

Whether such a plan of voluntary limitation will succeed, says *National Petroleum News*, will depend upon the effects of competition. Ethyl's own wishes in the matter are that the producers shall not drag the octane rating into their advertising.

In Ethyl-treated gasoline as it has been dispensed by many companies before the present upheaval began to upheave, Ethyl is added to premium gasoline in the proportion of three cubic centimeters to the gallon; and in that proportion it yields an octane rating of seventy-six. The indicated proportion for Compound Q, producing a rating that is comparatively only a little lower, is just half that figure—1.5 cubic centimeters.

From the advertising-branding point of view, another interesting detail: "Compound Q" is being shipped to its licensees in a color that the trade calls "minimum yellow." To comply with U. S. Public Health regulations, lead-treated gas must be colored. "Minimum yellow" is so nearly neutral a color that a licensee, seeking to distinguish his product by giving it a distinctive color, may dye it any hue that his fancy, or his wife, suggests.

Appoint Zinn & Meyer

Edros Natural Products, Inc., Edrolax, has appointed Zinn & Meyer, Inc., New York advertising agency, to direct its advertising account. This agency has also been appointed to direct the advertising of Modern Living Magazine, Inc.

Starts Own Art Service

Edmund J. Smith, recently art director with Ruthrauff & Ryan, at Detroit, has formed his own layout and art director service at 65 East South Water Street, Chicago.

Has Exterminator Account

The advertising account of Stearn's Electric Paste Company, Chicago, manufacturer of Stearn's rat and roach paste, has been placed with Needham, Louis & Brorby, Inc., Chicago advertising agency.

Neale with Junior Stores

G. Brent Neale is now with the Junior Stores Company, New York, in a sales capacity. He was at one time financial advertising manager of the former New York *World*.

Industrial Conference Board Elects Heinz

AT its seventeenth annual meeting held at the Waldorf-Astoria Hotel, New York, last week, the National Industrial Conference Board elected Howard



Howard Heinz

Heinz, president of the H. J. Heinz Company, Pittsburgh, as chairman. Alanson B. Houghton, former ambassador to Germany and Great

+ + +

British Institute Opens Membership to American Agencies

Branches in Great Britain, of American advertising agencies, are now eligible for membership in the Institute of Incorporated Practitioners in Advertising. C. Austice Brown, secretary of the Institute, informs *PRINTERS' INK* that a special resolution has been adopted changing the requirement which heretofore restricted membership to British subjects.

The amended article now reads: "No person shall be eligible for membership of the Institute who has entered into any engagement which in the opinion of the Council will cause him to devote his main energies to the service of any particular advertiser or limited group of advertisers."

"As far as American agencies are concerned," their interest in this change, writes Mr. Brown, "lies in the fact that their branch houses practicing in Great Britain are no longer excluded from membership merely on the ground of nationality. I believe there are a number of such branch houses which would like to co-operate with the Institute in its work."

Britain and chairman of the executive committee of the Corning Glass Works, was elected chairman of the board of councilors of the group. He has served for two years as chairman of the conference board.

The following were elected vice-chairmen: Loyall A. Osborne, president of the Westinghouse Electric International Company; George H. Houston, president of the Baldwin Locomotive Works; Irénée du Pont, of the E. I. du Pont de Nemours & Company, and Thomas J. Watson, president of the International Business Machines Corporation.

Virgil Jordan, president and chief executive officer of the board, was re-elected, and Fred I. Kent, director of the Bankers Trust Company of New York, was re-elected treasurer. The following were added to the executive committee: E. Kent Hubbard, president of the Manufacturers Association of Connecticut, and Colonel J. Taber Loree, vice-president of the Delaware & Hudson Railroad Corporation.

Robinson, Advertising Director, New York "Journal"

William E. Robinson has been appointed advertising director of the New York *Evening Journal*. He was formerly with the Scripps-Howard Newspapers as local advertising manager of the New York *World-Telegram*. Mr. Robinson, who was at one time assistant to the publisher of the *Journal*, more recently has been with the general advertising department of the Hearst Newspapers.

Represents "La Hacienda"

A. Hawley has been appointed representative in Michigan, Ohio and Pennsylvania of *La Hacienda* and its Portuguese edition, *A Fazenda*. Mr. Hawley, who represented these publications twenty years ago, more recently was representative of *Dun's International Review* in that territory.

Appoints J. Walter Thompson

Lever Brothers of Canada has placed the advertising of Lux Flakes in Canada with the J. Walter Thompson Company.

More than all three COMBINED!

Again—in April, 1933—

The Weekly Kansas City Star carried a greater number of individual advertisements (display and classified) than all three of the next best Missouri, Kansas and Oklahoma state farm papers *combined!* The Weekly Kansas City Star, we believe, is the only farmers' paper in America which has shown a gain in the total volume of advertising carried every month this year. For the first four months The Weekly Kansas City Star has carried a greater total volume of advertising lineage than all three of the next best Missouri, Kansas and Oklahoma state farm papers combined.

The Weekly Kansas City Star

*Largest Weekly Farm Circulation in America
Lowest Advertising Rate of All Farm Papers*

The OPENING



The A
advanc
of pub
tions w
over-ri

Survey
has be
\$3,000,
at an
Govern

Highw
each m
works
municip
docks,
constru

The en
try, com
contract
after W
ing. A
manufac
selling
industry ri
which e

330 V

PUBLIC WORKS CONSTRUCTION

GUN *has been* FIRED!

The Administration's program for the revival of industry has advanced to the point where the country can expect a *resumption of public works construction this summer*. Unnecessary obstructions which have delayed us in the past must, says the President, be over-ridden by prompt and vigorous action.

Surveys show there are thousands of projects upon which action has been postponed. These projects, valued at more than \$3,000,000,000, are ready to go forward. Many will call for bids at an early date. Contract letting will go ahead as rapidly as Government funds are released.

Highway construction, with its ratio of nearly 4 men to supply each man in the front lines, is an important factor in the public works program. Water-works, sewage disposal, bridges, tunnels, municipal power and light, irrigation, reclamation, flood control, docks, parks, structures—all these are represented also in the construction work that is ready to start at once.

The engineering-construction industry, comprising 45,000 engineers and contractors, will administer the job after Washington arranges the financing. Alert equipment and material manufacturers will strengthen their selling contacts with the entire industry *right now!* No one can foresee which engineering firms, which con-

tractors will get the jobs. No one can contact each individual member of the industry with two-legged salesmen alone. Two-fisted advertising in *Engineering News-Record* and *Construction Methods* is the safe and economical solution. A continuous summer campaign in these two publications is the one best bet.

Engineering News-Record Construction Methods

McGraw-Hill Publications

330 West 42nd Street

New York

TRION STARTS THIS SUMMER

How Americans Sell Refrigeration in Great Britain

Frigidaire and General Electric Already Have Made a Considerable Dent in This Backward Market

CANADA DRY GINGER ALE, INC.
NEW YORK, N. Y.

Editor of PRINTERS' INK:

I have read with interest the article in your April 20 issue sponsored by The Little Schoolmaster who speaks on lack of refrigeration in England and in the last paragraph, referring to the operation of Coca-Cola, asks the question when the Electric Refrigerator people plan to reap the benefits from the Coca-Cola campaign.

It is my understanding that the Electric Refrigeration people have done a very good job of selling electric refrigeration in Great Britain and that this campaign has been carried on for some time. I believe that in spite of a most difficult educational problem they have made real headway. It might be interesting for you to check into this.

P. D. Saylor,
President.

TO a 100 per cent American, brought up in the tradition of the backporch icebox, the European's calm acceptance of lack of refrigeration is as astounding as it is hard to understand. One of the first things that the average American going to reside in Europe has to adjust himself to is the fact that ice, which at home is a necessity, in Europe is more or less of a luxury.

The following quotation taken from "The Kings of Queen's Gate," an advertising booklet issued by the International Refrigerator Company, Ltd., General Electric's distributing organization in England, is supposed to represent a conversation in the home of an English family of by no means limited income.

"Couldn't we keep a little ice in the house?" said Henry, the son and heir, helping himself to some butter with a teaspoon!

"I told cook to get some this morning. Did she forget?" Mrs. King asked, turning to the parlour maid.

Such an incident, by no means far-fetched when placed in Great Britain, seems a trifle silly to an American.

It was into a condition of this

kind that General Motors launched Frigidaire in 1925. The company had had plenty of experience doing a pioneering job in the Klondike days of electric refrigeration in the United States but its American task had been to sell a new kind of refrigeration to a public which had already accepted the necessity of some kind of refrigeration.

The job to be done in Great Britain was to go right down to the foundation and educate the public on the basic need of refrigeration before selling the idea of the electric refrigerator.

George D. Riedel, president, Frigidaire Limited, the company which handles the Frigidaire export business, tells PRINTERS' INK that the first attempt at selling in the British Isles met with such discouragement that the early Frigidaires were sold almost at cost to friends of officials of the company. This was really a sampling job to get a few boxes in use and talked about.

The first really important sale made by an American manufacturer in England was that of 1,000 Frigidaire cabinets to the Lyons chain of restaurants. This started the ball rolling.

General Electric refrigerators were not represented in England until 1929 but, today, both G-E and Frigidaire have extended organizations. For instance, the latter company has some 300 employees with branches in the principal cities and dealers in smaller communities. General Electric has an extended dealer set-up.

At the present time, according to officials of both companies, the main competition for American companies comes not from British manufacturers but from Electrolux which has sold a number of household refrigerators of a very small size which has a small refrigerating unit and a limited food capac-

ity. It is the consensus of opinion that with prices as low as they are at the present time it would be practically impossible to sell a box as small as that in the United States.

Last year General Electric opened a factory in Great Britain to manufacture the B. T. H. Refrigerator, B. T. H. being the G-E trade-mark in England. Parenthetically, it is interesting to note that General Electric has not the right to use that name in the British Isles owing to the prior establishment of a General Electric Company in England.

The advantage of manufacturing in Great Britain is twofold. First, in this way the company is enabled to jump tariff walls and, in the second place, it is able to advertise a product made in Britain by British labor. This ties in with the "Buy British" movement which has been pushed so extensively during the last several years.

Various estimates are made by American exporters as to the number of domestic installations in the British Isles. These estimates differ somewhat but it is generally agreed that there are probably about 50,000 domestic refrigerators in use.

Department of Commerce statistics on the export of electric refrigerators from the United States to the United Kingdom show the following figures:

In 1929, 6,802 refrigerator sets up to one-quarter-ton capacity were exported and 148 of from one-quarter to one-ton capacity. Since 1930 classifications have been changed to "electric household refrigerators" and "electric commercial refrigerators up to one ton."

Following are the export figures for the former classification in units: 1930, 6,086; 1931, 5,966;

1932 5,130; 1933 (four months), 1,762. For the latter classification: 1930, 1,702; 1931, 2,014; 1932, 1,664, and 1933 (four months), 365.

Owing to different standards of living the market for domestic installation in the British Isles is



a similar basis in the United States.

In selling refrigeration to the British both Frigidaire and General Electric have used American methods. For instance here is a summary of what the B. T. H. franchise included in 1932:

Exclusive territory.

Protection on all B. T. H. refrigerators installed in that territory.

No-liability three-year-hire Purchase Plan.

Personalized direct-mail appeals. Consistent contact from our own trained specialists.

Sales assistance and advice.

National advertising.

Complete training in London for the salesmen.

Correspondence course in salesmanship.

Lectures and showroom demonstrations.

Catalogs and literature.

Contests and prizes.

Handbooks, manuals, prospect cards and records.

Technical assistance.

Salesmen for local distributors work on a canvass plan much similar to that used by salesmen in America. The company describes a "25 Plan" which includes twenty-five calls a day. There are prospect cards, sales reports, sales meetings, direct-mail follow-ups, and all the other characteristics of American refrigerator selling methods.

Mr. Riedel, in describing his experiences in the British Isles, points out that although there is always some resistance to American methods it is easy enough for the American manufacturer to disguise these and that when put in operation they work just as well abroad as they do here at home.

Frigidaire, for instance, has ten men who sell \$30,000 worth of home refrigeration in a year, a good amount in any country.

Various forms of advertising are used by American companies and it is particularly interesting to note that the latest advertising still lays great stress on the dangers of food contamination, an advertising angle which has assumed secondary importance among refrigerator manufacturers in the United States.

Economy is also an important angle, particularly when it is considered that even the small American refrigerators cost around £60 delivered in the British home. Therefore, it is easy to understand why such headings as "So we can afford one" and "Now, my larder costs me less" are important advertising themes.

American manufacturers still have a long road to hoe in selling refrigeration in foreign countries. Theirs is a thankless pioneer job and although, at the present time they have very little local competition, obviously as soon as the idea of refrigeration is thoroughly sold, local companies are going to spring up rapidly.

American exporters believe that the idea of electric refrigeration is taking hold in Great Britain. In spite of appalling world economic conditions, American companies have made a remarkable record. Consider that the General Electric effort has all been since 1929 and yet has achieved success.

Real Bonanza Days Still in the Future

It is probable that once economic conditions get on a sounder basis, sales of electric refrigerators not only in the British Isles but all over Europe will pyramid, although it may be many years before there is anywhere near the proportionate market in England than there is at present in the United States. Prices on electric refrigerators are still far higher in England than in this country and this fact, taken with a lower standard of living, indicates that really bonanza days for electric refrigeration abroad are somewhere in the not too immediate future.

Like many other branches of the export business, at the present time refrigeration is in an unsettled state so far as future plans are concerned. The Economic Conference in June will clear the air considerably, it is hoped, but until that is over American exporters of refrigerators are rather chary of making any predictions or discussing future plans.—[Ed. PRINTERS' INK.]

Who Reads Washington (D.C.) Newspapers?

A recent census taken of newspaper readers in 160 representative blocks throughout the city, including 2,950 homes gives these reliable and convincing figures:

Daily Newspapers Read

Evening Star was read in 2,014 homes.
 Evening Times was read in 845 homes.
 Evening News was read in 849 homes.
 Morning Post was read in 702 homes.
 Morning Herald was read in 810 homes.

Sunday Newspapers Read

Sunday Star was read in 1,992 homes.
 Sunday Post was read in 674 homes.
 Sunday Herald was read in 973 homes.

What a Careful Analysis of This Information Shows:

In the 2,014 homes where The Evening Star is read, 1,260 DO NOT READ ANY OTHER EVENING NEWSPAPER.

In the 1,992 homes where The Sunday Star is read 1,066 DO NOT READ EITHER OF THE OTHER WASHINGTON SUNDAY NEWSPAPERS.

In the 2,014 homes where The Evening Star is read, its circulation is GREATER THAN THE COMBINED CIRCULATION of the two other afternoon newspapers.

In the 1,992 homes where The Sunday Star is read its circulation is MUCH GREATER THAN THE COMBINED CIRCULATION of the other two Sunday newspapers—and in 1,066 of these homes no other Washington Sunday newspaper is taken.

These figures bear out the outstanding supremacy of the Evening and Sunday Star in the Washington Market—both as a newspaper and as an advertising medium. Full details as to the correctness of the above census will be furnished to anyone interested.

The Evening Star.

With Sunday Morning Edition
WASHINGTON, D. C.

New York Office:
 Dan A. Carroll
 110 E. 42nd Street

Member
Major Markets
 Newspapers, Inc.

Chicago Office:
 J. E. LUTZ
 Lake Michigan Bldg.

Getting the Salesman to Tell the Whole Story

The Petroleum Heat & Power Company Designs a Dealer's Portfolio to Change Salesman's Talk

WHEN the consumer begins to spend a little of his money once again, he is anxious to get full value for it. Therefore, it is necessary that salesmen tell the whole story when selling such products as automatic oil heaters or other installations costing real money.

Of all the devices created to make proper salesmanship possible and fool proof, especially when the men work out of the offices of distributors, probably the most effective has been the graphic or visual sales presentation.

How to produce an effective graphic sales presentation for dealers, without running into big money, is the problem solved satisfactorily by the Petroleum Heat & Power Company, maker of Petro- &-NoKol oil burners.

One of the points in preparing a presentation, is to leave no opportunity for the salesman to forget to summarize his sales talk. This is effectively done in this portfolio on the inside back cover. Eight thumbnail sketches in color are used and after each one a few words make clear the point which the sketch suggests.

A woman, for example, is shown rearranging rugs and furniture in the basement. The copy says: "The transformation which an oil burner effects enables you to make a livable place of your



Each illustration dramatically answers a sales objection—a page from the Petroleum Heat & Power dealer portfolio

basement. Basements throughout the country are being converted into all kinds of recreation rooms." Or a sketch of a big tank truck bringing oil to a country house with snow along the roads is tied up with a talk about service.

At the bottom of the page are given ten important selling points for the particular type of burners made by this company.

In personal salesmanship, of course, the wise salesman does not always try to summarize his story for every prospect. But there is little question that far too many salesmen leave loose ends hanging when they have finished their usual sales talk based upon their opportunity and what time is allowed them for their presentation. Many of these salesmen, through force of habit, eventually work out a more

RAW FUEL OIL MUST BE MIXED WITH AIR—ATOMIZED—THEN BURNED!

- At the left you see how raw fuel oil really is. A lighted match put into a can of fuel oil will be extinguished. Oil is a SAFE fuel!



Raw fuel oil must first be atomized into a visible fog of oil. Each tiny droplet is surrounded by more than one million of air and oil vapor is ignited before it will burn.



When sufficient air is admitted to every flame it will burn completely. Here is the same lamp with sufficient air, giving a clean, hot, luminous flame.

The old kerosene lamp burned oil of high volatility—but when there was insufficient air—smoke and not even half the oil was consumed before the oil was not burned.



After oil and air have been properly mixed they are burned on radiant heat rays which radiate heat back again, which in turn consumes every last atom of oil . . . Combustion is absolute.

If oil is not burned because of lack of air, it is burned in two ways. In a Petro-Kol oil burner, the fog of oil and air is so fine that before it can settle or rise up the flue—it has given forth oil in heat and is consumed.



or less standard presentation which emphasizes certain points and entirely overlooks others. When people want full information this habit loses a sale.

The Petroleum Heat & Power portfolio doesn't allow any dealer salesman to miss a single point. The first few pages are taken up with illustrations emphasizing comfort. The copy is interesting: "The moment you install a Petro- & No-Kol oil burner your thumb becomes your furnace man. You chop kindling, fire the furnace, shake the ashes, adjust all drafts, all by one simple touch of your thumb on the Thermostat." And so it goes on, interesting the buyer so that the salesman can sit down in a prospect's house and point out what the product will do for him.

The next page emphasizes the discomfort of the coal furnace. The point is made that an oil burner will eliminate more work and trouble than vacuum cleaners, electric irons, electric refrigerators and the washing machine, all of which are illustrated.

Then comes another basic point. Charts are given on the world's over-supply of oil, which will guarantee low cost fuel for generations to come. It is shown, also, how much each type of industry takes up of the present oil supply; steamships, for example, taking 24 per cent, railroads, 20 per cent and domestic heating at the present time only 4.7 per cent. These statistics are illustrated.

Holding the Dealer's Attention

Then comes what many sales managers consider the most important element in a portfolio of this kind. The small-town dealer or salesman is very often known to the prospect. It is difficult to keep the prospect's attention from wandering. Some of the most successful salesmen in the country either consciously or unconsciously use various little tricks which focus the prospect's attention on the sales story and do not allow his gaze to wander out the window or to some household task.

How many salesmen can effectively dramatize a sales story? One

of the most effective jobs that this as well as other graphic sales presentations do, is to give drama and life to prosaic sales arguments. The producers of this portfolio have used graphic presentations so that even the most static salesman's presentation will have the new breath of dramatic interest. One page of these dramatic illustrations is shown with this article.

Pictures Answer Sales Objections

Each of these illustrations, it is to be noted, answers one possible sales objection in the mind of the prospect in picture and simple copy. Safety comes first. A lighted match is shown being put into a can of fuel oil and extinguished. Whether or not this particular burner will atomize the oil perfectly is dramatized by the illustration of a real atomizer and the problem of soot is illustrated by two lamps; one without sufficient air and one with sufficient air. This leads very naturally to a well-planned illustration of how this particular burner works. Economy is dramatized in another technical illustration below the prosaic homely ones.

The page opposite shows six jobs which a Petro or NoKol will do for the person, all of which are pictured as being very unpleasant for the average man, who may be seen shoveling ashes, starting a coal fire, regulating the furnace, and other things which the oil burner does automatically.

Another thing that any graphic sales presentation does effectively is to spotlight important sales points and to operate on the principle of bell-wether merchandising. It is impossible for any salesman to tell about all the big installations which have been successful. He is very likely to tell of only one in the local bank or the school building. So that the prospect will hear the whole story, several pages in this portfolio are given over to well-known buildings and hotels, illustrated dramatically and brought out without monotony.

Then the portfolio again brings the salesman back to the oldest and best selling argument of all,

namely, "What will it do for me?"

Every type of boiler is shown. The book points out that "unless the right burner is installed in your boiler efficiency will be sacrificed." With these complete illustrations and complete copy telling why each type of boiler requires special treatment, the company says this for its local salesmen:

"When a Petro-&-NoKol salesman tells you that you need a pressure burner or a rotary cup burner, or a wallwiping flame burner, it is not an opinion, it is not a guess; it is the unbiased recommendation of a company whose only purpose is to serve you with what you should have. His recommendation is the result of a very careful survey of your whole heating system and is based on engineering knowledge. The burner you want makes no difference to him. The burner he sells you will make a tremendous difference to you."

Few manufacturers will want their salesmen to cover the whole sales story every time they talk to

Changes on Boone Staff

Franklin S. Payne, for many years Detroit manager of the Rodney E. Boone Organization, has been appointed Pacific Coast regional manager, with headquarters at Los Angeles.

The Pacific Coast Group, represented by the Boone organization, includes the San Francisco *Examiner*, Los Angeles *Examiner*, and the Seattle *Post-Intelligencer*.

W. E. Peters, who has been San Francisco manager, has been transferred to Chicago, where he will head up the Pacific Coast Group in that office.

T. C. Hoffmeyer, who has been Los Angeles manager, succeeds Mr. Peters as San Francisco manager.

C. Norman Stevens, of the New York sales staff, has been transferred to the Chicago office of the Pacific Coast Group.

Edward E. McDonnell, formerly with Wallin & Barksdale, San Francisco advertising agency, and Slatton P. La Due, formerly Pacific Coast manager of Verree & Conklin, Inc., have joined the staff of the San Francisco office.

Death of E. J. Thomas

Edward J. Thomas, publisher of the Norwalk, Conn., *Hour*, died last week at Darien, Conn. He joined the *Hour* as business manager in 1901. Mr. Thomas was a former president of the Connecticut Daily Newspaper Association.

a prospect and yet the continual summing up and reiteration of one point is always essential. Therefore, the company goes on to mention the names of a great group of people who know the facts and declare oil to be a safe fuel. These men are almost all from underwriters' laboratories, and insurance companies.

The back cover of the presentation pictures an automatic boiler being shown off by a proud housewife to a friend while a maid with a cloth dusts gently over the enamel. This automatic boiler is then described as "a beautiful piece of furniture that will transform your cellar into a livable part of your home."

This graphic presentation, built upon a thorough understanding of why consumers buy, is to be left with the prospect, instead of being carried around by the salesman, as the previous presentation put out by this company was. The whole book is so boiled down and carefully bound that it costs the dealer only 2½ cents a copy.



Polygraphic Company Elects

Edward C. Johnston, vice-president of the Western Newspaper Union, has been elected president and director of the Polygraphic Company of America, Inc., New York. Charles J. Herold has also been elected to the office of vice-president, treasurer as well as a member of the board. John Whitney, partner of Jenks, Gwynne & Company, New York, has been elected chairman of the board of directors. Other directors are: George B. Williams, publisher, Geneva, N. Y., *Daily Times*, and Major Joseph Quittner, attorney.

Has Birtman Account

The Birtman Electric Company, Chicago, manufacturer of household electrical appliances, has placed its advertising account with Roche, Williams & Cunningham, advertising agency of that city.

Art Director for Braumeister

George Olsen has joined the Braumeister Advertising Company, New York, as art director. He formerly was with Calkins & Holden and with the former Sherman & Lebair agency.

With Bauer Agency

Harold Finestone, formerly production manager of the Atlantic Advertising Agency, is now with the Adrian Bauer Advertising Agency, Inc., Philadelphia, as account executive.

ntinual
of one
re, re-
mention
oup of
and de-
These
under-
urance

esenta-
boiler
house-
d with
er the
iler is
utiful
trans-
le part

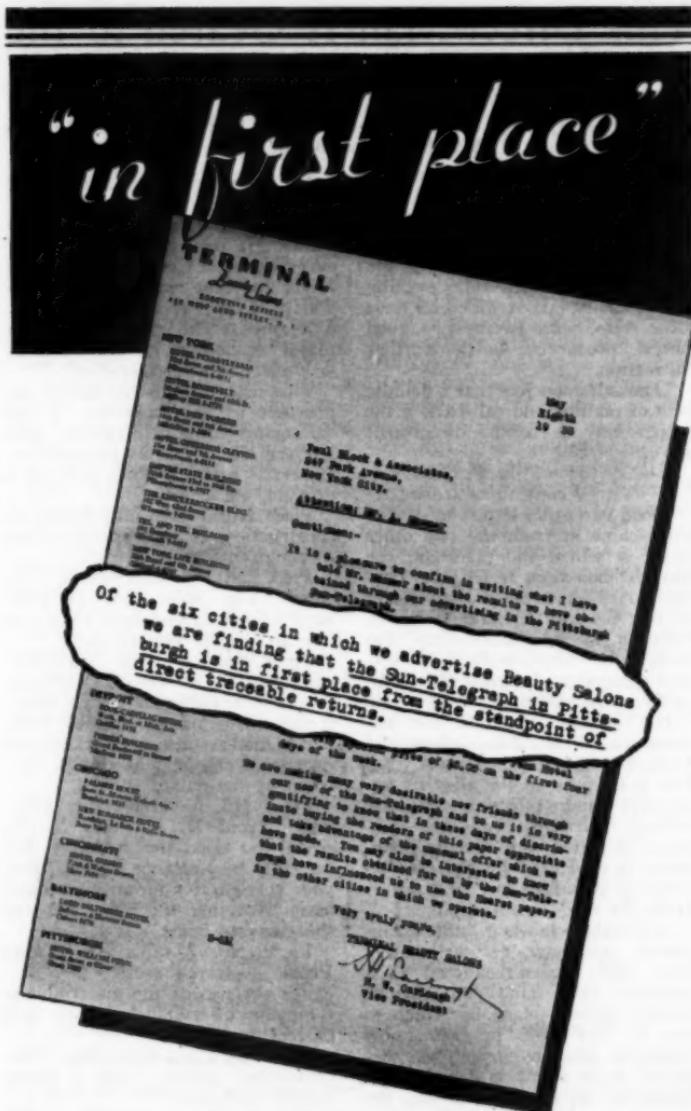
, built
ing of
be left
being
man, as
out but
whole
care-
dealer

Elects
dent of
has been
of the
a, Inc.,
was also
ce-pres-
mer of
New York,
board
George
N. Y.,
aittner,

f
, Chi-
l elec-
adver-
ams &
of that

ister
Brau-
New
ly was
with the

duction
rtising
auer
elphia,



THE PITTSBURGH SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

This Direct Mail Is Geared to the Salesman's Work

How the General Electric Campaign, Directed by the Salesman Himself, Marches Along Beside Him

FIRST, a letter—a sort of testimonial:

"Of a total of sixty-three of the second pieces sent out, fifty-one of the third, and forty-six of the fourth, we obtained nine evening appointments, out of which we have three sales, with twenty-two good future prospects worth further cultivation.

"The salesmen feel that a definite plan of mailing and call-back is the proper way to handle direct-mail work.

E. P. GIBSON,
Retail Sales Manager.

When two other letters in similar tenor came in from the two other cities in which the plan and the material had been tested, the Specialty Appliance Sales Department of the General Electric Company released to its distributors and dealers a "seven-wallop" direct-mail campaign designed to tie directly to the salesman's daily work.

Do the salesmen and the distributors like this campaign? Packed with punch as it is, they feel it is right up the alley of aggressive and selective specialty selling. Participation in the campaign is nation-wide and its popularity is evidenced by the ever-increasing quantities of repeat orders from the field organizations.

G-E salesmen—and other companies' salesmen as well—often have said that direct mail is a splendid sales aid; but they've wanted definite plans by which to use it. The G-E program, now swinging into its stride, was designed to be about as definite as a blueprint. In addition, it was designed to be slip-proof, error-proof, and, to as great an extent as possible, omission-proof.

Of the seven pieces of material in the program, the first four constitute an intensive, thirty-day effort. The fifth, sixth and seventh pieces are designed to carry-on.

In the four-piece "concentration" campaign, the first piece is a folder, in color, on the theme, "Money Talks." It points out that out of every dollar, 25 cents is spent for food; and that out of every food-dollar, 75 cents is spent for perishable food. The piece sells five major economics as attributes of G-E electrical refrigeration.

This first piece is handed to the prospect by the salesman on the salesman's first, cold-canvass call.

Piece No. 2 stresses permanency. It says: "You must buy, not just a product, but a name."

Piece No. 3 goes into details of construction. It talks precision, and thorough inspection.

Piece No. 4 admonishes, "Be sure!" You make "one of life's most important decisions when you buy an electric refrigerator."

Piece No. 5 (in the "carry-on" campaign it is No. 1) advises, "Ask your husband." "To him," it says, "the name 'General Electric' is final assurance of traditional excellence. He judges things electrical by the name."

Piece No. 6 carries the warning, "Avoid N. F." and N. F., when you open the folder, is revealed to be Nuisance Factor. "Buy your refrigerator on an investment basis. Not just for today but for the years to come."

Piece No. 7 talks of "Proud People"—pleased users.

For the use of the material, the company offers distributors and dealers three plans.

Plan No. 1 is a thirty-day, "concentration" activity with a three-month carry-on.

Plan No. 2 is a month-by-month, year-round campaign.

By Plans 1 and 2, the material is imprinted, stamped and mailed from Cleveland headquarters over submitted lists.

Plan No. 3 is a locally controlled method for operating a

thirty-day "concentration" activity, with a three-month carry-on. By this method, the material is imprinted at Cleveland headquarters, but is addressed, stamped, mailed and controlled locally by the distributor or dealer.

As a thirty-day "concentration" activity with a three-month carry-on, Plan No. 1 works like this:

Step No. 1—Each morning, during the salesman's cold canvassing, he selects the names for direct-mail cultivation.

2—The salesman hands piece No. 1 to the prospect, with the request that she read it through at her leisure.

3—The salesman writes his prospects' names on direct-mail prospect slips, which he turns in to the dealer or distributor. The names go onto a standard, mailing-list form, which goes to Cleveland. The prospect slips are filed under the salesman's name.

4—Headquarters mails Pieces 2, 3 and 4, direct, at one-week intervals.

5—After the third piece has been mailed, Cleveland headquarters returns the mailing list to the distributor or dealer and indicates when the final piece of the "concentration" series will go out. On

receipt of this information, the distributor or dealer can schedule the salesman's call-backs on the listed prospects—a simple procedure, consisting merely of filling in the call-back dates on the prospect slips and returning the slips to the salesman. Each of the slips serves as a warning to the salesman to call on the prospect within two days after the prospect has received mailing piece No. 4.

6—The salesman calls back on the prospect.

7—If the salesman doesn't sell, and if he feels that further direct-mail effort will help, the prospect slip goes into action again, this time to request the "carry-on" campaign. This, too, is a simple procedure; for it is necessary for the distributor or dealer merely to indicate on the original list—by scratching off all other names—the prospects who are to be cultivated further. Again the list goes to Cleveland headquarters.

8—Cleveland headquarters mails Pieces 5, 6 and 7, direct, at one-month intervals, meanwhile having notified the distributor or dealer of the time when Piece 5 went into the mails.

9—The salesman calls back at least once every thirty days be-

DOMESTIC DIRECT MAIL PROSPECT SLIP

Date.....	Salesman.....	Territory No.													
Name of Prospect.....															
Home Address.....		(City & State).....													
Business Address.....															
Obtained from.....	Cold Canvas <input type="checkbox"/>	User <input type="checkbox"/>	Friendly Tip <input type="checkbox"/>												
Please Put On	<table border="0" style="margin-left: 10px;"><tr><td>{</td><td>Concentration</td><td><input type="checkbox"/></td></tr><tr><td>Campaign</td><td></td><td></td></tr></table>	{	Concentration	<input type="checkbox"/>	Campaign			Please Put On	<table border="0" style="margin-left: 10px;"><tr><td>{</td><td>Carry-On</td><td><input type="checkbox"/></td></tr><tr><td>Campaign</td><td></td><td></td></tr></table>	{	Carry-On	<input type="checkbox"/>	Campaign		
{	Concentration	<input type="checkbox"/>													
Campaign															
{	Carry-On	<input type="checkbox"/>													
Campaign															
(The above to be filled out by the salesman)															
(The following to be filled out by the Dealer before returning slip to salesman)															
Concentration Campaign will be Completed (Date).....															
Carry-On Campaign will be Completed (Date).....															
Remarks:.....															

Virgin MP-470

The salesman carries a pocket-sized pad of these direct-mail prospect slips with him each day and fills in the names of those he selects as potential prospects for direct-mail cultivation

tween mailings of the "carry-on" pieces.

Plan No. 2 consists of four steps, as follows:

1—Mailing lists go to Cleveland on the standard forms. If he prefers, the salesman can use direct-mail prospect slips, and deliver the first mailing piece personally, as in Plan No. 1.

2—Pieces 2, 3, 4, 5, 6 and 7 are mailed from Cleveland, direct, at intervals of one month.

3—The salesman calls back on prospects at least once between mailings.

4—Additions to and removals from the list go to Cleveland as the campaign progresses.

Plan No. 3 works in the following manner:

The salesman assembles his prospect names, handing each prospect the first advertising piece of the campaign. He says to the lady-of-the-house, "There is another folder that I'd like to send to you by mail. Maybe, for the children, you'd like the little booklet, with pictures, called 'The Knight in the White Castle.' Or maybe you'd like our Budget Book?" Of each of these gifts the salesman carries a sample. "I'd rather send you a nice, fresh one," he says. "I'll enclose it with the other folder. How shall I address it, please?"

Piece No. 2, with the gift piece, is mailed the same day—locally—or not later than the next morning. One week after his first call, the salesman calls back to ask if the lady got her little gift book. It's wholly likely, also that in the same

conversation he talks to her about G-E refrigeration.

No sale? Into the mails, in turn, go mailing Pieces No. 3 and No. 4. After each one, the salesman calls back.

No sale yet? Then off go Pieces 5, 6 and 7, a month apart.

The whole plan is presented to distributors and dealers in a twenty-six page prospectus, which bears a sample of every mailing piece, a sample prospect slip, and a sample mailing-list form.

Says the prospectus, over the signature of W. J. Daily, manager of sales promotion:

"This year the salesman will need direct mail in a concentrated form to help pre-sell for him, as well as the product. And because the salesman knows better perhaps than anyone else just who and where your potential prospects are, we believe it wise to trust to his judgment in his selection of names for the direct-mail activities."

"But the full value of direct mail will not be received by the salesman, or the dealer, unless he makes personal calls on the prospect, either during and immediately following the campaign.

"There must be a definitely prescribed plan of operation, which should be strictly adhered to. The plan and its application really are primary. Otherwise, direct mail runs along in one channel and the salesman's personal activities in another, without the two meeting at the point of sale. Only by tying the two together, can your direct-mail dollar be most effective in 1933."

Wins Philadelphia Scholarship

At the closing exercises of its sixth annual advertising class, the Philadelphia Club of Advertising Women awarded a full-course scholarship in the Charles Morris Price School of Advertising of the Poor Richard Club to Miss Ruth Juram. Thirty graduates completed the eighteen-week course.

Minneapolis Women Elect

Miss Florence Rowles has been elected president of the Women's Advertising Club of Minneapolis. Miss Helen Brown is the new vice-president, Miss Helen Sweat, secretary, and Miss Isabel Crawford, treasurer.

Appoint Mac Wilkins & Cole

The Knight Packing Company, Portland, Oreg., has appointed Mac Wilkins & Cole, Inc., of that city, to direct the advertising of Knight's pickles and Rogue River tomato catsup. The Porter-Scarpelli Macaroni Company, Portland, has also appointed Mac Wilkins & Cole, Inc., to direct its advertising. A newspaper campaign starting in Portland and extending through the Pacific Northwest has begun. A four-month radio campaign is also planned.

Germadol to Budd

The Germadol Laboratory, New York, has placed the advertising of Agua-Vita, a household liniment, and Lion Cross Herb Tea with the Budd Advertising Company, New York.

about
turn,
No.
sman

Pieces
ed to
n a
which
ailing
, and

the
anager

need
form
well
e the
rhaps
and
s are,
o his
names

direct
y the
ss he
pros-
ately

pre-
which
. The
y are
mail
d the
in an-
g at
the
t-mail
33."

Cole
Port-
Wilkins
ect the
s and
Porter-
land,
& Cole.
news-
nd and
orthwest
o cam-

York,
a-Vita,
Cross
vertising



CAPTAIN ROSCOE TURNER

JAMES G. HAIZLIP

CHAMPIONS!

**EAST TO WEST, WEST TO EAST,
THEY SPLIT THE QUIVERING AIR!**

CAPTAIN ROSCOE TURNER and little Jimmy G. Haizlip tore the title "Champions" out of storm, blizzard, snow, blistering sun and blustery wind. West to East leaped Haizlip: dark-morning in Los Angeles, dawn coloring the Grand Canyon, a noon sandwich over the Missouri,

and Floyd Bennett field 10 hours and 19 minutes out of the West!

Captain Turner cut a red-and-yellow time-destroying swath across the country in the other direction, and though the hand of the wind pressed against him, sat down in Los Angeles 12 hours and 33 minutes from New York City! Champions then, Champions now!

ANOTHER CHAMPION:

The Los Angeles Examiner: FIRST in morning and Sunday circulation; FIRST in home-delivered circulation; FIRST in General Display Advertising; FIRST in "buying-power" lineage, such as Automotive, paid amusements, building materials, jewelry, musical instruments, toiletries, and others, and FIRST in the hearts of MODERNs—the group under 45 for whom The Examiner is distinctly edited, and who make 80 to 85% of all purchases. Ask any Boone representative to tell you about results Examiner advertisers are getting right along.

LOS ANGELES EXAMINER

Represented Nationally by the RODNEY E. BOONE ORGANIZATION

New York

Chicago

Rochester

Detroit

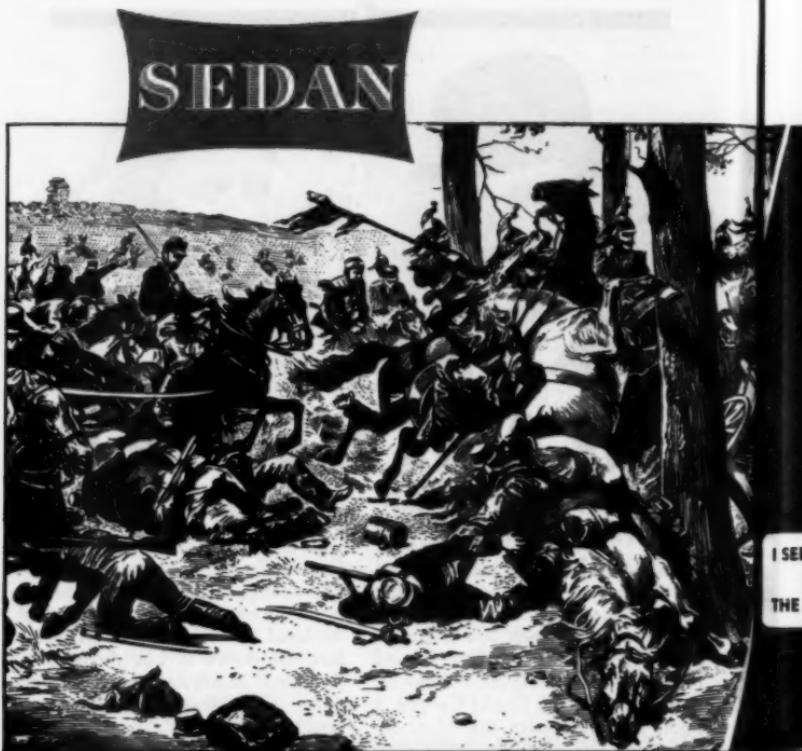
Cleveland

Atlanta

San Francisco

Seattle

Los Angeles



1870...Sedan...On one side Napoleon III—dreaming of a return to the absolute power of his mighty kinsman... On the other side the keen German General von Moltke, a man with a key objective...Planning every detail of his campaign with a mechanical precision...While the French hold the heights on three sides of the fortress of Sedan, von Moltke's concentrated attack carries the day for Germany.

● The American family acts as a group...it thinks, plays, plans, *spends together*. More than ever keen advertisers are concentrating their attack

in THE AMERICAN ADVERTISING medium. The family in its noted strength in this magazine rate



...naming of
nsman...
Moltke,
il of his
e French
of Sedan,
Germany.
men who are leading business back to normal today are men
plan every detail of their business campaign *in advance!* For
advertising dollar they spend in 1933 they plan to get a
dollar's return. These men realize that for the great majority
products the American family is their *key objective*...The copy
they prepare is planned to appeal to this group...They place
copy in media which reaches this group most effectively.

AMERICAZINE—the ad-
ing medium reaches the
in its noted state...For
magazine rarely edited to

appeal to the family group. It is the *one*
medium in which an advertiser can
logically reach 1,800,000 families—
mothers, fathers, sons and daughters.

SEE NEXT PAGE

(Continued from preceding page)

Strategists of 1933 are placing THE AMERICAN MAGAZINE *first* on their lists...They agree that it is more profitable to make a concentrated attack on the family as a whole...than to scatter their shots in media with highly selective readership.

PUT THE AMERICAN MAGAZINE
FIRST

1933 business strategists have arrived at two definite conclusions on present-day advertising:

- 1 The most profitable medium on any advertising list is that one which is most widely read by the whole family — father, mother, sons and daughters.
- 2 The American Magazine is more thoroughly read by all members of the family than any other magazine published.*

*Proved by scores of independent investigations. Data available on request.



THE CROWELL PUBLISHING COMPANY...NEW YORK

AMERICAN
e that
attack
their
ship.

Keeping Track of Advertising Material

A System for Filing Cuts and Artwork in the Advertising Department

THE EDWARDS MANUFACTURING

COMPANY

CINCINNATI, OHIO

Editor of Printers' Ink:

Have you any record of what advertising departments use for filing a record of cuts? Have you run any explanatory articles on the use of file cards up to 8½ by 11 inches with the proof pasted on the reverse and the ledger of the location of the cut on the obverse?

C. L. SERVICE.

WE are acquainted with systems for filing cuts that range from jumbling them in a drawer and then looking for them when the occasion arises to the following system, simple, yet workable, used by the advertising department of the Johns-Manville Corporation.

This company has on file about 500 advertising plates, 800 pieces of artwork and 1,000 small cuts used in jobbers' and dealers' booklets, brochures, etc. A brief description of the system should suggest an adaptation for any advertising department that wishes to keep a systematic record and file of its advertising materials. The system operates as follows:

Plates: Plates of individual advertisements are filed blocked or unblocked in a tray cabinet, each tray being given a number, pasted on the edge. An index to this cabinet is kept on ordinary white library cards. On these is written the headline of the advertisement and the number of the tray on which the plate for that advertisement will be found. The cards are filed alphabetically according to the first word of the headline. The headline is usually easily remembered and, in those instances where it is not recalled exactly, reference to the scrap book of advertisements which most advertising departments keep will reveal it.

Artwork and photographs: Cards 9½ by 7 inches are used to keep a record of artwork and photographs. One of these cards is illustrated herewith. Each piece of artwork is

given a number and a card for it is made out with this number in the upper right-hand corner. Also at the top of the card is the name of the product and the classification or group division it comes under. For example, the card illustrated here is for an illustration of Johns-Manville Sea Rings which comes under the general heading of "Packing." A proof of the photograph, clipped from an advertisement, is pasted on the card.

Also on the card are ruled columns where notation may be made of the name of the individual who has taken the piece of artwork from the file, the date of withdrawal and the date of return.

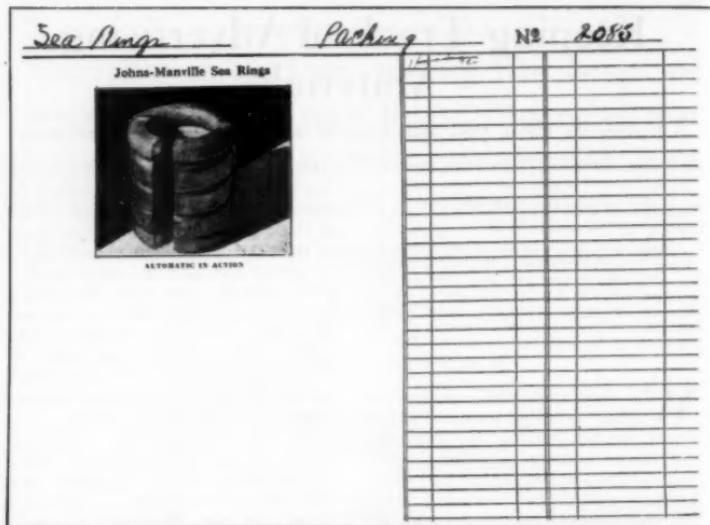
These cards are filed in groups. Thus if photograph of Sea Rings is wanted, a glance through the cards filed under "Packing" will show one or more cards headed "Sea Rings." The proof pasted on the card will reveal which photograph is wanted and the card will give the number under which this photograph is filed.

Filing Large and Small Pieces Separately

Since artwork and photographs vary so much in size, one drawer may be used for large pieces and one for smaller. The allotment of numbers may be adjusted so that the larger pieces can be filed together.

The above, in the case of photographs, applies only to those of which the advertising department does not have the negatives. Photographs which the company has had taken of actual installations and applications are filed separately in envelopes. These envelopes contain the negative and have, typewritten on the outside upper left-hand corner, the name and location of the job. A print is pasted on the outside for an easy review of the file when a selection is to be made.

These photographs are also



grouped according to the product used. Each addition to these files, which are arranged numerically, is given its number. A card index has been set up for the photographs, alphabetically without regard for product grouping.

The chief advantage of filing incoming photographs numerically is that unused or recent photographs are thus quickly discovered when necessary, the highest numbers representing the latest acquisitions. The newcomers in the file are not easily and quickly indicated by alphabetically arranged files.

Completing the functioning of this filing method is an "out" system. When artwork or other material is taken from the file, the index card is marked with the name of the person taking it. This card is then placed in an "out" section. In this way there is a reminder of the material that is out and a weekly check-up prevents loss or the accumulation of material in the copy writer's desks.

Cuts used in booklets, special pieces, etc.: When a booklet, direct-mail folder or other special piece is finished, the cuts used on the job are packed into one bundle and a description or identifying title written on the package, which is filed. The scrapbook here again will

show in what piece a certain cut or illustration was used if not recalled exactly and the bundle containing the cuts on that particular piece can easily be located by the identifying mark.

Miscellaneous: Small cuts, frequently used cuts, logotypes, etc., are kept on trays in a file cabinet without any individual identification. These trays are labeled "Roofing," "Packing," etc., according to the division the product comes under.

* * *

Once a year the Johns-Manville advertising department makes a general house-cleaning of its filed material. It has been found impractical to save too much of this type of material when it probably will not be used again.

The filing of material like this need not be made into too systematized an operation. Each advertising department probably uses a different method and the familiarity of its members with what material has been used will often serve as a backstop to any system.

All material should clear through one person. Otherwise, misfiling and other bits of carelessness may botch up what need not be too complicated a system.—[Ed. PRINTERS' INK.]

Plus Value from an Advertised Name

How Frigidaire Is Using Its Consumer Good-Will to Help Sell More Commercial Installations

EVERY retailer who uses mechanical refrigeration to protect the foods he sells, has an asset that he seldom uses if his refrigeration equipment bears a nationally known trade-mark. Consumers, who have been educated by national advertising for many years to the value of proper refrigeration, are apt to be favorably impressed by the knowledge that a retailer protects the food he sells by means of, for example, Frigidaire equipment.

It is the desire of the Frigidaire Corporation to capitalize to the fullest extent the valuable good-will that has been built up over a period of many years for its trade name. It is tying together in a national merchandising program its household and commercial refrigeration products.

The program is based on a survey which proved that a widely known make of mechanical refrigeration, increases patronage and annual sales volume for groceries, meat markets, delicatessens and dairy products stores, provided the store owner has modernized his establishment in matters of display, fixtures and service.

These findings are being used to launch a commercial selling program in which a colorful coat of arms carrying the Frigidaire name, the General Motors' "G-M" and the words "Protected Foods" are basic features. It is being displayed in food stores and restaurants and the company is telling the public in a national advertising campaign, what the shield stands for.

To have the privilege of displaying

the "Protected Foods" shield, a store owner must be a user of Frigidaire commercial equipment. The fact that more than 200,000 commercial installations have been made by this division of General



200,000 MERCHANTS HAVE INSTALLED FRIGIDAIRE FOR YOUR PROTECTION

Look for this emblem whenever you buy food. Look for it in grocery stores, groceries, delicatessens, hotels, restaurants. It identifies a food merchant interested in protecting your health.

Every merchant who displays the emblem of protection has invested his money in Frigidaire so that the foods he sells are properly safeguarded from the moment they enter his store until the time he delivers them to you.

And when this merchant has bought electric re-

frigeration he could not afford to take chances. He had hundreds of dollars worth of food, the health of his customers and the reputation of his store at stake. So he bought Frigidaire—the unquestioned quality “the world over” in the field of electric refrigeration.

Remember—the stores and restaurants that displays this emblem sell foods that are safe—prepared by Frigidaire. Look for the emblem when you buy—it identifies a modern store.

FRIGIDAIRE
A General Motors Value

The shield is featured in this advertisement addressed to food consumers

Motors since it entered the commercial branch of the refrigeration business means that thousands of the leading food vendors in the nation already rate the use of the shield.

But more important, from the company's standpoint, is the fact that establishment of this symbol as the sign of a merchant who has adequate facilities for proper

certain cut
if not re-
handle con-
particular
d by the

uts, fre-
opes, etc.,
e cabinet
identifica-
labeled
, accord-
product

Manville
makes a
it's filed
imprac-
this type
ably will

like this
systema-
advertising
a differ-
arity of
material
serve as a

through
misfilng
ness may
be too
PRINT-

preservation of his products will cause a greater percentage of store owners to select Frigidaire.

The reason the symbol means so much in the opinion of the company is the fact that there are more than 2,000,000 housewives who now have Frigidaires in their kitchens, coupled with the fact that for every present user, there are two more housewives who will select this make when they get ready to buy.

Every one of these users and prospective users, according to H. W. Newell, vice-president in charge of sales, already knows what is necessary properly to preserve perishable foods.

"Our field investigations show women will go to properly equipped stores," he said, "and, in door-to-door questioning, we find that the name Frigidaire has been so extensively advertised that the 'Protected Foods' shield will assist greatly in drawing them to stores that display it."

The advertising is of two types. One campaign consists of magazine and newspaper copy appealing to food consumers rather than vendors. The theme of the copy is "Insure proper preservation of the food you serve by buying from the 200,000 modern merchants who use Frigidaire." All magazine copy will carry the shield in colors and the newspaper copy will have it in black and white. This advertising is to deal exclusively with commercial refrigeration. In addition, all magazine and newspaper copy on household models is carrying the shield in the lower corner with a terse explanation of its significance.

In business papers reaching restaurant, hotel, grocery and meat market men, the copy has a different appeal.

"Will she buy from you or your competitor?" one two-page spread

asks. "What's the answer to shrinking sales?" is the question of another.

The program is based on experience. Last year the plan was tested in several representative cities to determine if modernization and the Frigidaire name were of assistance in bringing sales increases.

The plan includes the co-operation of the Frigidaire salesman who makes the sale, his supervisor and, if necessary, the commercial sales manager for that locality. It is designed to accomplish one purpose: Permanently, not temporarily, increase the number of customers the store serves, and increase the average monthly total sold existing customers.

When a merchant installs Frigidaire equipment, new display cases, new shelving and generally modernizes his place, the salesman stages a "Protected Foods" celebration in the store. Dodgers are distributed, personal and telephone calls are made on housewives calling their attention to the modern store. Frigidaire users in the neighborhood are informed of the newly equipped store. Complete window displays and store displays are provided.

On the day of the food celebration, company men are on hand to explain the operation of the new equipment, and a Frigidaire household electric refrigerator is prominently displayed where all who attend the show must see it.

The national advertising broke May 13. Current issues of business papers carry the descriptive copy. Newspaper copy breaks shortly.

In preparation for the launching of the campaign, company men affixed the "Protected Foods" decalcomanias on the doors and windows of existing Frigidaire commercial users.

Milline Club Elects

Burton C. Granicher, McCann-Erickson, Inc., has been elected president of the Milline Club, a San Francisco organization of younger advertising men. Stanley Schlenther, Beaumont & Hobman, is the new secretary and Lloyd Hamilton, R. J. Birch Company, treasurer.

Hagg Starts Own Business

Arthur H. Hagg, for seventeen years with the Chicago office of Prudden, King & Prudden, Inc., publishers' representative, has left to form his own publishers' representation organization. The name of the new firm will be Arthur Hagg and Associates.

Your Advertising Is Most Profitable

When read by the most people
at the least cost

and

When these readers are in
the area where your
distribution is thickest

In Los Angeles

The Evening Herald and Express has the largest daily circulation (by many thousands), and 96% of this circulation is concentrated right in the City and Suburban area

Where

Population is greatest
Distribution is thickest
Per capita spending power is highest

And where

75% of all the potential business
of all of Southern California is located

LOS ANGELES EVENING
HERALD AND Express

NATIONAL REPRESENTATIVES:

PAUL BLOCK AND ASSOCIATES

NEW YORK
LOS ANGELES

CHICAGO
PHILADELPHIA

DETROIT

BOSTON
SAN FRANCISCO

Chain-Store Sales for April

Company	April	April	%	4 Months	4 Months	%
	1933	1932	Chge.	1933	1932	Chge.
Gt. At. & Pac. (a)	\$61,055,824	\$72,368,706	-15.6	\$254,374,613	\$300,126,702	-15.2
*Sears, Roebuck (b)	18,519,608	21,146,525	-12.4	64,223,702	78,801,700	-18.5
F. W. Woolworth..	20,158,996	20,755,399	-2.8	69,758,507	78,796,726	-11.4
Safeway Stores (b)	16,256,401	18,411,698	-11.7	62,513,688	73,677,599	-15.1
*Montgomery Ward	15,574,357	16,168,559	-3.6	46,999,147	54,213,952	-13.3
Kroger G. & B. (b)	15,307,934	17,187,560	-10.9	60,012,088	67,901,169	-11.6
J. C. Penney	14,592,390	14,324,787	+ 1.8	41,970,914	44,609,827	-5.9
S. S. Kresge	10,228,412	10,337,217	-1.0	34,480,181	38,646,227	-10.7
American Stores (a)	8,349,021	9,471,833	-11.8	35,378,164	40,326,277	-12.2
First National (a)	7,655,353	7,883,928	-2.9	31,407,686	33,217,968	-5.4
W. T. Grant	6,276,936	5,997,228	+ 4.6	20,178,421	20,895,631	-3.4
National Tea (b)	5,022,922	5,386,778	-6.7	19,664,358	21,747,815	-9.5
S. H. Kress	4,766,042	4,911,348	-2.9	16,661,595	19,173,533	-13.1
Walgreen Co.	3,452,183	3,895,489	-11.4	13,778,225	15,952,902	-13.6
J. J. Newberry Co.	2,709,785	2,633,412	+ 2.9	8,686,011	9,013,772	-3.6
H. C. Bohack (a)	2,386,047	2,585,884	-7.7	9,600,969	11,096,844	-13.4
Grand Union (a)	2,023,863	2,325,180	-12.9	8,256,356	9,929,744	-16.8
Lerner Stores	1,949,997	1,946,994	+ 0.2	5,660,738	6,492,514	-12.8
Melville Shoe (c)	1,945,178	2,013,562	-3.4	5,033,388	6,168,440	-18.4
G. C. Murphy ...	1,628,753	1,488,333	+ 9.4	5,295,081	5,250,330	+ 0.8
Interstate Dept. ..	1,561,748	1,825,151	-14.4	4,468,273	5,424,973	-17.6
Dominion Stores (b)	1,505,417	1,795,014	-16.1	5,960,935	7,288,193	-18.2
Neisner Bros.	1,278,400	1,208,261	+ 5.8	3,828,143	4,119,008	-7.0
Peoples Drug Stores	1,252,704	1,395,707	-10.2	5,016,601	5,586,489	-10.2
Lane Bryant	1,106,846	1,308,769	-15.4	3,418,281	4,294,415	-20.4
Western Auto S'ply	872,800	852,900	+ 2.3	2,861,800	2,661,900	+ 7.5
Schiff Co. (a) ...	833,831	733,251	+13.7	2,297,512	2,515,810	-8.6
Jewel Tea Co. (b)	761,054	887,338	-14.2	3,045,287	3,573,593	-14.8
Winn & Lovett (a)	361,187	389,656	-7.3	1,570,461	1,724,500	-8.9
Exchange Buffet ..	293,206	401,711	-27.0	1,205,703	1,610,284	-25.1
M. H. Fishman..	198,080	195,173	+ 1.5	549,409	616,544	-10.9

*Includes both chain and mail-order sales.

(a)—4 wks. and 17 wks. ended April 29. (c)—4 wks. and 16 wks. ended April 15.
 (b)—4 wks. and 16 wks. ended April 22.

Number of Stores in Operation

	End of April 1933	1933	End of April 1933	1933
Kroger Grocery	4,672	4,845	W. T. Grant.....	451
Safeway	3,320	3,527	S. H. Kress	231
J. C. Penney	1,478	1,464	G. C. Murphy	177
S. S. Kresge	720	713	Peoples Drug	114
Melville Shoe	500	469	Neisner Bros.	79
Walgreen	469	463	Exchange Buffet	32
Jewel Tea	87 stores and 1,346 routes (1933)	81 " " 1,337 " (1932)		35

April sales of The Great Atlantic & Pacific Tea Company, expressed in tons, were estimated as 405,660 this year, compared with 422,714 in April, 1932. This is a decrease in quantity of merchandise sold of 17,054 tons, or 4.03 per cent. Average weekly sales in April were \$15,263,956 compared with \$18,092,177 in 1932, a decrease of \$2,828,221. Average weekly tonnage sales were 101,415, compared with 105,678 in April, 1932, a decrease of 4,263 tons.

National Tea reports that its number of stores declined from 1,478 last year to 1,360 this year.

%
Chge.
—15.2
—18.5
—11.4
—15.1
—13.3
—11.6
—5.9
—10.7
—12.2
—5.4
—3.4
—9.5
—13.1
—13.6
—3.6
—13.4
—16.8
—12.8
—18.4
+ 0.8
—17.6
—18.2
—7.0
—10.2
—20.4
+ 7.5
—8.6
—14.8
—8.9
—25.1
—10.9

ril 15.

pril
1932
414
226
172
120
79
35

were
is a
verage
a de-
with

ear to

Drug Industry Forms Institute

To Fight Bad Competitive Practices and Restore Wages and Profits,
Among Aims of New Group

THE formation of the Drug Institute of America, Inc., representing all branches of the drug industry, was announced last week. Although a drive for membership has just started, the names of the men who are backing the Institute read like a blue-book of the industry.

According to the proposed by-laws, the following are eligible for Institute active membership:

1. Manufacturers of pharmaceutical, drug and chemical products.
2. Manufacturers of trade-marked medicinal products.
3. Manufacturers of toilet articles.
4. Manufacturers of cosmetics.
5. Manufacturers of other products generally distributed through the drug trade.
6. Service wholesalers dealing in products generally handled by drug stores.
7. Mutual and other wholesalers dealing in products generally handled by drug stores.
8. Chain retail drug stores.
9. Independent retail drug stores.
10. Other retail outlets handling products in the drug, toilet or cosmetic fields.
11. Officers and employees of trade associations connected with the drug industry.
12. Deans and members of faculties of colleges of pharmacy and officers of pharmaceutical associations and members of learned, scientific, public or professional organizations.

The aims of the Institute are the maintenance of a high standard of products, control of output to prevent overproduction, maintenance of fair profits and fair wages, elimination of unfair competition, elimination of price demoralization, the protection of the public in purchasing drug products, and to afford a means of communication between individuals engaged in one or more branches of the drug industry and allied industries or industries affiliated therewith.

It is understood from reliable sources that although every effort will be made to eliminate the chaotic price condition in the industry, for the present at least no attempt will be made to foster a movement to sell products at the manufacturer's marked resale price. Leaders in the industry feel that there is a big difference between justified price reductions and the predatory competitive price cuts that have caused so much grief during the last three or four years.

Obviously, the efforts of the Institute fit in with the Roosevelt Administration's program as outlined in the National Industrial Recovery Act. The founders of the Institute hope that the very catholicity of the membership will enable it to speak authoritatively on behalf of the entire drug industry.

It is being made very clear that the Institute is not in any way intended to supplant associations already in existence. It is felt that a number of these associations have inaugurated progressive programs and that it would be to the detriment of the industry if these programs were suddenly curtailed.

Will Strengthen Work of Other Groups

A drug manufacturer tells PRINTERS' INK that he believes the formation of the association in many cases will strengthen the work of these other associations by giving them encouragement at a time when they are inclined to slow up on their aggressive efforts to curtail evil.

There is a strong feeling in the industry that one of the most progressive steps the Institute will take will be to fight substitution. This evil, with its hidden demonstrators, knocking advertising and other similar phenomena, has been growing rapidly worse in recent years.

As already described in PRINTERS' INK the Associated Manufac-

turers of Toilet Articles recently sponsored a trade practice conference between its members and the Federal Trade Commission in order to work out a code which would help this branch of the drug industry eliminate, so far as possible, unfair advertising and undercover special allowances of all kinds. This conference was called only after several years of effort on the part of leaders of the association to work out some kind of understanding.

Undoubtedly, as the Institute grows in power and influence, such efforts as that of the A.M.T.A. will be reinforced and strengthened.

Wheeler Sammons is the general director of the Institute.

Members of the board of directors are: George Merck, president, Merck & Company; Charles J. Lynn, general manager, Eli Lilly & Co.; Dr. Wm. E. Weiss, general manager, Drug, Inc.; A. H. Beardsley, president, Miles Remedy Co.; J. L. Johnston, president, The Lambert Co.; Edward Plaut, presi-

dent, Lehn & Fink; Northam Warren, president, Northam Warren, Inc.; Ralph Aronson, president, Bourjois, Inc.; Ross Tressler, vice-president, Coca-Cola Company.

J. T. Woodside, president, The Western Company; A. Kiefer Mayer, vice-president, Kiefer, Stewart Drug Co.; George Doerr, president, McKesson-Minneapolis Drug Co.; Harry Krupp, president, Philadelphia Wholesale Drug Co.; F. T. Roosa, president, Mutual Drug Co.; Charles R. Walgreen, president, Walgreen Company; G. M. Gales, president, Louis K. Liggett Co.; Thomas Roach, retail druggist; John W. Dargavel, retail druggist.

The directors-at-large include the following:

S. Bayard Colgate, president, Colgate-Palmolive-Peet; G. M. Gibbs, president, People's Drug Co.; R. W. Johnson, president, Johnson & Johnson; Fred C. Michaels, president, McKesson-Langley-Michaels.

Plan Industrial Program

"Merchandising Strategy in 1933" will be the theme for the annual convention of the National Industrial Advertisers' Association, scheduled for June 26 to 28 at the Medina Athletic Club, Chicago.

Acceptance has been received from the following speakers: William L. Rickard, president, Rickard & Company; Bennett Chapple, vice-president, American Rolling Mill Company, and F. O. Burkholder, vice-president in charge of sales, Ahlberg Bearing Company.

A. C. Neilsen, president, A. C. Nielsen & Company; and B. R. Graff, advertising manager, Creamery Package Manufacturing Company, also will address the sessions.

Has Fitch Shampoo Account

The F. W. Fitch Company, Des Moines, Fitch's Shampoo, has appointed The L. W. Ramsey Company, Davenport, to direct its advertising account. Last year, according to Gail Fitch, advertising manager, was one of the best in the company's history and plans are now under way for an even more aggressive advertising program for the fall and winter of 1933.

Appoints New Orleans Agency

Stone, Stevens & Lill, advertising agency, New Orleans, has been appointed advertising counsel by the Southern Railway System.

Elected by Cincinnati Club

The Advertisers' Club of Cincinnati has elected the following officers: President, A. S. Holtman, Fechheimer Bros. Mfg. Co.; vice-president, Myron Smith, Cincinnati & Suburban Bell Telephone Co.; secretary, A. H. Apking, E. & J. Swigart Co.; treasurer, Clifford R. Fox, Cincinnati Post; and sergeant-at-arms, Joseph Tomlin. Directors elected were A. S. Holtman, C. W. Van De Mark, C. W. Browne, H. F. Childress, Herbert G. Sisson and Jean Wertheimer.

C. A. Cobb, Cotton Production Administrator

Cully A. Cobb, of Atlanta, vice-president and an editor of *The Progressive Farmer and Southern Ruralist*, has been selected cotton production administrator of the Agricultural Adjustment Administration, according to an announcement made by Secretary of Agriculture Wallace and Administrator George Peek.

Artists Form Trump Group

Twenty Philadelphia artists have formed what will be known as the Trump Group, with headquarters in the Land Title Building, Philadelphia, specializing in commodity styling, package designing and advertising illustration. W. H. Trump has closed his advertising agency and is the director of the group. Charles R. Paul, of the Paul Studios, is associate.

A DAILY NEWSPAPER FOR THE HOME

205

**AUTOMOBILE
DEALERS**

found the way

These retail dealers who advertised last year in *The Christian Science Monitor* did not merely follow the lead of the 13 motor-car manufacturers who also used this medium. They took what they knew to be a direct road to a responsible market of demonstrated buying power . . . 400,000 readers with a marked preference for Monitor-advertised merchants and merchandise.

**THE
CHRISTIAN SCIENCE
MONITOR**

*Published by The Christian Science Publishing Society
Boston, Massachusetts*

Branch Offices: New York, Detroit, Chicago, St. Louis, Kansas City, San Francisco,
Los Angeles, Seattle, Miami London, Paris, Berlin, Florence

Blue Ribbon Doctors

Medical Profession Can Do Much in Its Own House Before It Attempts to Regulate Houses of Others

FROM one of the largest and most reputable manufacturers of pharmaceuticals PRINTERS' INK has received the following request:

"If it is possible for you to do so, will you please send us the clipping comprising the first editorial in PRINTERS' INK for September 17, 1931, entitled, 'Blue Ribbon Doctors'?"

This editorial takes on new timeliness at the present moment because of the rumors from Washington that there is a desire to make "the general opinion of the medical profession," which would probably boil down to the American Medical Association, the final arbiter concerning the truth or falsity of claims made in advertisements of numerous drug products and perhaps food products as well.

* * *

The Committee on Foods of the Council on Pharmacy and Chemistry of the American Medical Association—a group of eight working under the chairmanship of Dr. Morris Fishbein—will do certain things for a food manufacturer who follows rules that it prescribes. It will grant the manufacturer the right to use on his packages and in his advertising a "Seal of Acceptance"; it will list his accepted product in two of its publications and in a book called "Accepted Foods."

Not long ago this "food accepting committee" of the American Medical Association, through Dr. Fishbein, announced that after considering 500 food products it had decided to grant its "Seal of Acceptance" to seventy-five of that number. In other words, 425 or 85 per cent of the products submitted to this committee were rejected. After making these figures public, Dr. Fishbein softened what to some might seem to be a terrific condemnation of the American food manufacturing industry by saying: "The manufacturers and purveyors of food have appar-

ently an ethical point of view as high as that of any professional group in the country."

Calm and deliberate study of this latest Fishbein-A.M.A. move persuades PRINTERS' INK that the American Medical Association is stepping out of its role.

The food manufacturer already has upon him far more severe restrictions, in our opinion, than has the medical profession. Mention of the Food and Drug Administration of the Department of Agriculture with its multiple seizure power and of the Federal Trade Commission is perhaps enough to prove the point.

This being so, it occurs to us that the place for Dr. Fishbein's energy and the energy of the committee he heads is in the medical field.

Have you ever been a stranger in a strange town and in need of a physician? If so, what have you done about it? Taken a chance? What would your reaction be, let us say if you, a Clevelander ill in St. Louis, could call the Board of Health of that city and ask for the names of physicians certified by the American Medical Association? Would you feel that the A.M.A. was a really helpful institution, doing a public service and tremendously aiding the profession it represents?

Admittedly a Burden

Dr. Fishbein says: "The work—of studying 500 food products, over a period of a year—has been strenuous, indeed, so time-consuming and different as to cast a severe burden on those who have given of themselves for the benefit of the profession." He is apologizing, in other words, for the time consumed in learning the intricacies of a business other than his own.

We submit that inasmuch as Dr. Fishbein has the energy to attempt to know another business; inasmuch as he knows the medical pro-

fession, and inasmuch as individual members of the medical profession are forbidden, by their ethical code, to give information concerning themselves, through the public prints or otherwise, that Dr. Fishbein and his sub-committee turn their energy to the field they know. Let that sub-committee of a main

committee of the A.M.A. create for the benefit of the country a list of blue ribbon doctors.

We can imagine no greater service that the American Medical Association can perform for the people of this country—especially for the inhabitants of populous communities.

Sponsors Colonel Howe Broadcasts

PLANS for the largest summer advertising campaign by the RCA Victor Company will include sponsorship of weekly broadcasts, starting Sunday, June 4, in the form of interviews with Colonel Howe, secretary to President Roosevelt.

It is reported that the President wants the country to know about activities at Washington but does not want to go on the air, himself, too frequently. While Colonel Howe, of course, will not speak for the President, he will interpret his own view of actions taken by Congress and the President. He has the confidence of the White House and, it is stated, the program sponsored by RCA Victor can be depended upon to provide a background of what is going on.

A network broadcast of one hour over forty-two stations on Wednesday of this week, constituting a sales meeting on the air, outlined this campaign, in which the RCA Radiotron and Cunningham radio tube companies are participating, to dealers. In anticipi-

pation that the general public would listen in, this broadcast incorporated entertainment features, in addition to talks by E. T. Cunningham, president, E. A. Nicholas, vice-president, and W. R. G. Baker, vice-president in charge of engineering.

The summer campaign also calls for the use of pages and spreads in magazines and large space in newspapers of all major markets. Poster showings will be used on all roads leading into Chicago so that visitors to the World's Fair will be reading RCA Victor messages over a 100-mile radius.

Summer usually is a slack season for the radio business but, confident that the general upturn in buying power will bring about a changed attitude on the part of the public and enthusiastic over the new automobile radio and portable radio-phonograph combination, Mr. Cunningham feels that prospects warrant a determined effort to go after business with an aggressive summer sales and advertising campaign.

Heads Association of Advertising Men

At the annual election of the Association of Advertising Men of New York held at their new quarters in the Hotel New Yorker, Wesley De Barger, of the LaPodus Printing & Lithographing Company, was elected president. Claiborne G. Flinn, Everett Waddey Company, was chosen first vice-president, and A. W. Schrage, of the American Society of Mechanical Engineers, second vice-president.

Other officers elected were: Louis L. Gingold, secretary; Leo Steinfeld, assistant secretary; Harold Morrell, treasurer, and Harry R. McMahon, assistant treasurer.

New directors elected are P. A. Porter and Jess M. Abrams, the retiring president and vice-president respectively, and R. Steele Sherratt and Walter Meinzer.

Milwaukee Industrial Advertisers Group Elects

Leonard P. Niessen, of Cutler-Hammer, Inc., has been elected president of the Milwaukee Association of Industrial Advertisers. J. O. Ferch, Harnischfeger Corporation, was named vice-president; Earl E. Lashway, Allis-Chalmers Mfg. Company, secretary-treasurer, and E. J. Goes, National Equipment Company and A. J. Andrews, Bucyrus-Erie Company, directors.

Rhoades Starts Own Business

Rufus Rhoades has formed his own advertising service in the De Young Building, San Francisco, under the name of Rufus Rhoades and Company. He was formerly for four years advertising manager of the Yellow Cab Company, San Francisco.

What Distribution Costs

A. N. A. Issues Detailed Analysis of Marketing Expenses, Showing Drugs Highest and Textiles Lowest

A FAVORITE subject for discussion among market-minded people has been that of putting distribution on a scientific basis. Proponents of the idea have painted pictures which would lead one to believe that eventually distribution engineers would be working accurately with ergs, watts, B. t. u.'s or whatever particular units of measurement could be applied to the marketing of products.

Discussions of this type have a habit of fraying out at the end when an effort is made to put them on a factual basis. It would seem obvious that before distribution may be put on a scientific basis it will be necessary to know something about its cost. And yet surprisingly few companies work out accurate data on distribution costs that may be set up against a general cost figure for an industry.

The Association of National Advertisers, Inc., has just issued a book, "An Analysis of the Distribution Costs of 312 Manufacturers" which, in addition to being distributed to members, will also be sold to non-members. This is based on an intimate statistical study of the relation of distribution costs to sales volume in twenty-nine leading industries of the United States as reported by 312 manufacturers with an aggregate sales volume in 1931 of more than \$1,000,000,000. The figures for 1931 are based on actual costs and those for 1932 on budgets.

Eight Classifications of Costs

Distribution costs are broken into eight classifications as follows:

First, direct selling costs which include salesmen's salaries, traveling expenses, sales office expenses, etc.; second, advertising and sales promotion, which includes expenditures in recognized media, salaries and office expenses of indirect selling or sales promotion departments, and samples; third, transportation; fourth, warehousing and storage;

fifth, credit and collection expenses, including losses from bad debts; sixth, financial expenses and cash discounts on sales; seventh, general administrative expenses where they are not included in other classifications; and eighth, all other distribution costs.

This is at once the most thorough and most detailed statistical study of the subject that has been made. Figures are given but no conclusions drawn, which is as it should be.

Wide Variation in Industries

It is interesting to note first of all the wide variation in distribution costs as related to net sales volume. In the drugs and toilet articles field the percentage is 38.80, whereas in textile industry it is 9.15 per cent. Other percentage figures, picked more or less at random in order to show contrasts, are clothing 22.63; grocery products, 27.11; hardware, 18.94; heating equipment 32.93; radio equipment 16.54; tobacco products 18.27; building materials 23.68; electrical equipment 19.77; machinery and tools 25.83. These figures are all based on 1931 costs.

For the purposes of closer study the statistics group products into two classes, those for consumer use, in which the figures of 163 companies were studied, and those for industrial use, in which 158 companies were studied.

Of course general figures on distribution costs do not mean a great deal and therefore it is necessary to analyze the breakdown in some detail if the analysis is to be of any value to an advertiser.

Of particular interest to readers of PRINTERS' INK, of course, will be the figures on advertising appropriations.

In quoting advertising appropriation percentages these are stated in percentage relation to net sales volume. The highest figure is that of 18.36 per cent for drugs and

toilet articles and 1.58 per cent for agricultural equipment in the consumer group. In the industrial group the highest is 4.38 per cent for machinery and tools, the lowest 1.07 per cent for nonferrous metals.

Following are the appropriation percentage figures, based on 1931 data, for the companies in the consumer group in addition to those already mentioned: Automotive 3.99; clothing 3.67; confections and bottled beverages, 6.68; grocery products 6.21; furniture 6.11; hardware 2.16; heating equipment 7.90; home furnishings 2.94; household appliances 6.83; jewelry and silverware 6.29; office equipment 3.23; paints and varnishes 7.52; petroleum products 5.98; radio equipment 5.33; shoes 3.67; sporting goods 3.64; tobacco products, 8.23.

In the industrial group the percentage figures are as follows: Building materials 2.95; chemicals and allied products 1.22; electrical equipment 3.04; iron and steel 1.89; paper and paper products 2.52; stone, clay and glass products 3.05; textiles 1.26; transportation equipment 1.67.

No Direct Relation to Advertising Appropriation

As might be expected there is no direct relation between the direct selling cost and advertising appropriations. For instance, in the office equipment field direct selling costs are 21.26 per cent in relation to net sales volume whereas the advertising appropriation is only 3.23 per cent. On the other hand, in the drug and toilet articles field the direct selling costs are only 11.31 per cent as against 18.36 per cent for advertising. In groceries the direct selling costs are a little less than twice as much as advertising appropriations, being 11.08 per cent as against 6.21 per cent.

In the field of industrial products in every case direct selling costs run much higher than advertising, in some lines the ratio being as high as ten to one.

PRINTERS' INK has for years pointed out the danger of setting up arbitrary percentage figures in deciding on the advertising appro-

priation. If there is any danger in the A. N. A. report it will be that a number of companies will think that they can automatically determine their appropriations by the percentage figures for their industries.

Report Suggests This Danger

Fortunately, in its complete analysis, the report by pointing out certain discrepancies between the percentage figures of various companies indicates the weakness of choosing a general industrial figure.

For the purposes of comparison in each product group the various costs are worked out for groups with large net sales volume and groups with smaller net sales volume.

It is most interesting to note that in the consumer group out of eighteen classifications for which this type of analysis is made, in fifteen of them the companies in the larger income group are spending a higher percentage of their appropriations for advertising than those in the smaller groups. The exceptions are the automotive, drug and toilet articles and furniture fields.

In industrial products in six of the classifications the higher income groups are spending a higher percentage for advertising.

These figures, of course, go directly counter to a commonly held belief that the companies with large sales volume spend relatively less for advertising than those with small sales volume. As a matter of fact in some product classifications the larger companies are spending from two to three times a higher percentage than the smaller companies. This figure, in itself, is significant.

It is of course impossible in the scope of a single article to give anything more than a high-spot picture of the remarkably detailed information contained in the report. There are thirty-nine different product classifications and each one is worked out carefully with percentage figures not only on the eight general types of costs mentioned earlier in this article, but

each one of these eight types is broken down again in its turn.

The A. N. A. is to be congratulated on the completion of what must at times have been a discouraging task. Such a statistical study is a long step toward a more

scientific consideration of the subject of distribution and the figures contained in the report are worth detailed study on the part of all who are interested in basic facts regarding advertising and distribution.

+ + + New Toothpaste Advertiser

DEE'S Lemon Toothpaste is a new product being advertised in Chicago newspapers by the Dee's Manufacturing Company, of that city.

The debut was featured by several sampling activities, in addition to the newspaper copy, which stresses the flavor and cleaning qualities of the lemon ingredients. The first was initial presentation to dealers of three free tubes. Next came a special offering, lasting for the first week only, of three tubes free with each dozen purchased.

The advertising featured an

offer to consumers involving two special small-size tubes for children, as an inducement toward getting the youngsters, and their parents as well, interested in the product. These were given with each purchase of one of the regular size tubes during the first week. Free samples were also distributed to consumers at several points in the city.

Plans call for gradual extension of distribution into other major markets in coming weeks.

The account is handled by the Schweizer-Steitz Company, Chicago advertising agency.

Win Poor Richard Golf Honors

C. F. Kindt, Jr., captured leading honors in golf at the spring outing of the Poor Richard Club of Philadelphia held last week at the Manufacturers Country Club, Orland, Pa. His score was 93—10—83.

Richard C. Alley, chairman of the outing, and Ray Neal tied for low gross for members, each with an 87. Mr. Neal winning on a toss.

Carl Kenworthy, with a 75, won low net for members and the Bartley J. Doyle Cup. Both A. King Aitkin and W. L. Banes brought in a 76 in the same class. Low gross for guests was won by Ben Carroll, with C. Chalmers Johnson second. Low net in this class was won by Jerome B. Gray, with V. W. Challenger and James J. Whelan tying for second place.

Appointed by Banfi Products

Banfi Products Corporation, New York, United States agents for Montecatini Crystals, has appointed Dorland International, New York, to handle its advertising. A campaign will start in September, using newspapers and class magazines.

Represents Scarsdale "Sun"

The Scarsdale, N. Y., *Sun*, morning tabloid, has appointed DeLisser, Boyd and Terhune, Inc., publishers' representative, as its national advertising representative.

Philadelphia Women Elect

At the annual election of the Philadelphia Club of Advertising Women, held at the Poor Richard Clubhouse last week, Nan M. Collins, account executive of the Roland G. E. Ullman Advertising Agency, was elected president.

Other officers are Ruth Hogeland, *The Country Gentleman*, vice-president; Clare V. Fey, Hoffmeister's, Inc., treasurer; Elsie E. Weaver, John H. Royal Company, recording secretary and Ethel Jefferson, Birnbaum-Jackson Company, corresponding secretary.

The following directors were elected: Edith Ellsworth, Helen Klose, Mrs. Pauline B. Peters and Mrs. Margaret Lukes Wise.

Orme with Western Union

Albert M. Orme has joined the Western Union Telegraph Company in charge of the special messenger department in Boston where he will have charge of promoting service, distribution of advertising literature, samples, etc. He was formerly with the Boston office of Batten, Barton, Durstine & Osborn.



Nan M. Collins

SAN

NEW

SPEAKING OF San Francisco Leadership

The following figures reveal the pre-eminent position of

THE CALL-BULLETIN

in General Display Advertising in the daily field of San Francisco in 1932:

LEAD OVER . . .

2nd Daily Newspaper	593,161 or 49%
3rd Daily Newspaper	611,761 or 51%
4th Daily Newspaper	912,003 or 102%

THE CALL-BULLETIN'S lead over its nearest contemporary in the daily field for the past three years is as follows:

1930—355,916 lines or 17%
1931—411,216 lines or 21%
1932—593,161 lines or 49%

*The foundation of any
SAN FRANCISCO
daily advertising campaign
should be*

SAN FRANCISCO (EVENING) CALL-BULLETIN

San Francisco's FIRST Daily Advertising Medium

PAUL BLOCK AND ASSOCIATES
National Advertising Representatives

NEW YORK CHICAGO DETROIT BOSTON
SAN FRANCISCO LOS ANGELES PHILADELPHIA

Hows and Whys of Running a Sales Force Magazine

Something of a Blueprint on the Subject, from the Experience of a Prize-Winner among Field Publications

By Robert H. Pierce

Editor, "The Life Aetna-izer"

[EDITORIAL NOTE: At last year's Insurance Advertising Conference, The Aetna Life Insurance Company's "Life Aetna-izer" won first award as the outstanding publication in its field. The magazine carries on, still doing a praiseworthy job. We have asked its editor to describe his methods.]

THE year has done more than cause us the pains of depression. It has undermined, more than it is possible for us to appreciate or comprehend at close range, the viewpoints and the standards and the valuations so inherently a part of the American mind of the past ten years . . .

"Translated into terms of the buying mind, with which we in the life insurance business are more particularly concerned, the effect of 1931 was to demolish a mind built of high hope, boundless expectation, irrational ambition, unsound reasoning, misplaced trust, and to erect in its place a mind constructed of restraint, skepticism, super-caution, insistence upon factual proof, doubt. The 1929 buyer used as his measuring rod of values, the *objective*. The 1932 buyer uses as his measure, the *means of attaining the objective*. The shift is from generalities to particulars, from rose-tinted pictures to graphs and charts. Nineteen-twenty-nine dealt in hope. Nineteen-thirty-two deals in reality."

I have quoted from an issue of "The Life Aetna-izer" of last year. To that quotation I might add, today, that although the clouds seem to be lifting, we are dealing in realities, also, in 1933. And I cite the quotation, with its postscript, to outline our company's attitude toward our field magazine.

It is our company's voice to the

field—to our 5,000 agents. Its job is to help them sell insurance. We call it our "depression-defying" magazine, because it strives to help the men build volume against the odds of unfavorable conditions. It deserves the description, I think, upon that score, and upon another score, as well; for it has done a little depression-defying on its own account. During a time of high mortality among company magazines, it has survived. It has done more. At a time when all publications of this kind have found it difficult to get the right kind of material, it has been able to carry to its readers a gratifying quantity of helpful, practical matter. As we see it, the "Life Aetna-izer" faces facts, and deals with realities.

Conducting such a magazine through the depression has taught us certain lessons. Certain efforts, we have found, are fruitful; and others are flops. In the hope that our experience may be helpful to others, I am passing it on.

An Embarrassment of Editorial Material

The fact is that right now we are embarrassed. We face the problem of how to keep faith with our generous contributors—they are our own people and they write for us gratis—and, at the same time, keep faith with our budget.

It happens to be a rather serious problem. Editors, of course, are never satisfied. They growl when they don't get enough material; and they growl when they get too much.

Ours is an embarrassment of plenty. One of our activities—a contribution contest—has jarred loose an avalanche of material that we never dreamed would result. Of course, to keep faith with our

contributors, we must publish what they send in—provided it's good. But what are we to do when our budget allows for twelve twenty-four-page issues this year, and we already have had to resort, twice, to thirty-two-page issues, with the load threatening to become heavier, instead of lighter?

Believe it or not, late last fall life insurance salesmen, in common with all the rest of us, were pretty far down in the mouth. To cheer us up, we decided to get out a Christmas issue just saturated with Christmas spirit. We got it out; and no single issue of the magazine ever has invoked from the



Four issues of "The Life Aetna-izer," a sales force magazine that is promoted just as if it were a commercial publication

Of course, the only answer is closer discrimination and more intense condensation. Yet, difficult as the situation may seem to be, any editor knows that, editorially at least, the situation is perfectly glorious.

Credit for the immediate situation goes to our contribution contest. But the story begins a little earlier.

A little over a year ago we ran a contest in the magazine to corral depression-beating sales talks. We offered attractive prizes. And the contest fell flat.

That failure was a challenge. I determined that we'd hold the contest again, under another guise—and this time get back of it with promotion. That's what we did. Not content, this time, with just talking-up the contest in the magazine, we sent out posters and sales letters. We made a fuss, and kicked up some dust. And the result was that we were able to get out an issue—carrying the contest entries—that surpassed in size and genuine worth anything we'd ever done before.

We'd learned one lesson. To succeed, our magazine must be promoted.

field so gratifying an expression of approval.

We had learned another lesson: *Brighten it up.*

Any good advertising man could have told us. But for six years, the magazine had pursued the rigid policy that every possible cent should go into pages—at the expense of color and dress. Paradoxically, in prosperous times, when there is more money to spend for dress, an unadorned magazine seems adequate.

In more trying times, the men must be cheered. I do not mean that we have traded "solid" stuff for pep. We still insist that the magazine must carry genuinely helpful, practical material. But now we realize that we do need a cover to raise eyebrows; we need new stunts to hold attention. We need brighter treatment to bring a smile to this grueling business of ours.

So a brighter book it has been, and a book more enthusiastically received and supported by our field men.

Then, just to be doing something different—and we gladly confess that we entered upon it as casually as that—we launched the Scrap Book Contest. We offered six scrap

books to the six general agencies, out of our total of about seventy-five, that during 1933 would contribute the most and the best material. The scrap books were to be handsome things, each containing a dressed-up array of all the material that would appear in the magazine in 1933 about the agency winning it. So that large and small agencies would have an equal chance, we worked out a point credit system based on the number of agents in agencies.

Playing Up the Correspondents' Importance

But our trump card was this: For several years we have had correspondents in our agencies—persons responsible for sending in material. It was decided that, in the Scrap Book Contest, we'd play up the correspondents' importance. We told the agencies: "Have your correspondent send it in. Because of his familiarity with our needs, he may make items worth more points." Then, in the magazine, we ran a correspondent list, and thus put the spotlight upon them.

This feature of imposing a sort of leadership upon the correspondents is responsible more than anything else, we believe, for the contest's success. We know that agents are asking the correspondents, "What are you doing to win one of those scrap books for us?"

And that's that. Yet it's not all the story. For years we have concentrated on the task of building up a friendly following in the field. Of course, we contact our correspondents constantly. In addition, we contact, direct, every agent who contributes something that indicates special ability. Thus we have built up a list of special sources of material; and thus we are able, on occasion, to concoct a timely theme and ask one or another of these star men to give us an article on it. We have unearthed some extraordinary talent.



Appoints Ayer

General Electric, S. A., of Rio de Janeiro, Brazil, has appointed N. W. Ayer & Son, Inc., as advertising counsel.

Perhaps too many editors of field magazines expect their magazines to do their own promotion. The job of cultivating contributors they leave to take care of itself. That plan doesn't work.

For years we have made a practice of burning up the mails, month in and month out, building up and maintaining a warm feeling between the magazine and the field men. The method pays in dividends of material. Specifically, we saw its results, when, in the Scrap Book Contest, by turning the right trick at the right time, we produced such a reaction as we never have enjoyed before.

To summarize, then:

1. For years, we have kept up a close, personal relationship, via letters, with as many of our agents as possible.

2. Just as if it were a commercial publication, we promote the "Life Aetna-izer" with posters and by direct mail.

3. We have turned our backs upon a staid policy, and now deliberately go about it so to brighten the magazine that our agents will pick it up and read it.

4. In a definite drive for material—the Scrap Book Contest—we have discovered that the key to success is playing up the correspondents.

And finally, these general, overall remarks: We know that the magazine helps the men to sell. We know that it serves as a medium of dissemination for sales ideas and sales methods. And we know, further, that in the competition for good material for our book, our agents quite literally have invented sales plans, in order that they might apply those plans—and then report results to the "Life Aetna-izer."

I submit that, for any company, it is a happy condition when the men out in their territories can be brought to apply to their work that kind of creative thinking.

Acquires Ross Heater

The American Radiator Company has acquired the Ross Heater & Mfg. Company, Inc., Buffalo, N. Y., as one of its divisions.

GRIT PUBLISHING CO.

Williamsport, Pa.

Announces the Appointment of

FRANK H. MEEKER

Formerly National Advertising Manager
of the New York Herald Tribune

as

ADVERTISING REPRESENTATIVE

of



In the Eastern Territory

With Offices at 270 Madison Ave., New York City

Telephone ASHLAND 4-7566

Beginning June 1, 1933



THE JOHN BUDD COMPANY

Will Continue as Advertising Representatives of Grit
in the Western Territory, through their offices
in Chicago, St. Louis, Atlanta, Dallas,
Los Angeles and San Francisco

Unusual co-operation made possible—

“Point-of-Sale Advertising in 1933”

MORE than 50 manufacturers who are extensive users of point-of-sale media, contributed liberally of their experience in furnishing “case” material for this article in the June issue of Printers’ Ink Monthly.

A practical reference on the “how to” of dealer advertising, loaded with brass tack data, free from theory and ancient history, is the result of the splendid co-operation accorded Printers’ Ink Monthly by these advertisers.

This feature, which is in four sections, each devoted to a specific phase of dealer advertising, will prove a helpful guide and idea source on influencing consumer sales in retail stores.

These advertisers supplied the information for the article "Point-of-Sale Advertising" in the June issue of Printers' Ink Monthly

Allen-A Company	Goodyear Tire & Rubber Co., Inc.
Altorfer Bros. Company	Hormel & Company, Geo. A.
American Chain Company	Johnson & Johnson
American Hard Rubber Company	Johnson & Son, Inc., S. C.
American Stove Company	Johnston Company, Robert A.
Apex Rotarex Corporation	Kraft-Phenix Cheese Corp.
Armstrong Cork Company	Lewis Mfg. Co. (Div. of Kendall Co.)
Atkins and Company, E. C.	McCormick & Co., Inc.
Bausch & Lomb Optical Company	Mohawk Carpet Mills
Bayuk Cigars, Inc.	Morton Salt Company
Best Foods, Inc.	Multibestos Co.
Bigelow-Sanford Carpet Co., Inc.	National Biscuit Company
Boston Varnish Company	National Carbon Co., Inc.
Canada Dry Ginger Ale, Inc.	National Lead Company
Carnation Company	National Refining Company
Clinton Carpet Company	Parker Pen Company
Columbian Rope Company	Pioneer Suspender Company
Crescent Tool Company	RCA Victor Company, Inc.
Crystal Corporation	Smith & Corona Typewriters, Inc., L. C.
Cunningham, Inc., E. T.	Simoniz Company
Davol Rubber Company	U. S. Gutta Percha Paint Co.
Decker & Cohn, Inc., Alfred	U. S. Industrial Alcohol Co.
Eagle-Picher Lead Company	United States Rubber Company
Eastman Kodak Company	Wahl Company
Elgin National Watch Company	Western Clock Company
Emerson Electric Mfg. Company	Westinghouse Lamp Company
Gilmer Company, L. H.	Wilson & Company, Inc.
Glidden Company	Wooster Brush Company

PRINTERS' INK MONTHLY: Put me down for a personal subscription, starting with the June issue containing the article "Point-of-Sale Advertising in 1933." I'll expect invoice for \$2 later. (Foreign and Canadian extra.)

Name..... Position.....

Company.....

Address.....

City..... State.....

When Entertaining Expenses May Be Deducted in Tax Reports

Tax Board's Decision Clarifies Law Affecting Salesmen's Expense Accounts

By Joseph J. Wechsler

Editor, "Current Tax Review"

IN a rather lengthy decision anent the case of Lenore Ulric, prominent stage star, the Board of Tax Appeals recently discussed the question of the deductibility of entertaining expense, presenting so interesting a brief that it was worthy of careful study as a guide to tax practice.

It appears that Miss Ulric during 1927 reported an income of approximately \$70,000. She kept no books of account other than canceled checks made payable to various persons or to cash. She deducted various items, allowed by the Commissioner and not in dispute such as professional advertisements, tips to stage hands, traveling expense including hotel, meals, tips, salaries of maid and secretary, photographs for professional display, and postage.

The Commissioner, on the other hand, disallowed approximately \$7,000 for entertaining authors, managers, critics, press representatives, agents, and other theatrical people. During 1927, Miss Ulric entertained the producer, Max Reinhardt, in a lavish manner but kept no record of the cost of such entertainment. Also included in the amount claimed for entertaining was a substantial sum expended for donating theater tickets to various people, but no record was kept of such disbursements.

Cases were cited indicating that when the expense was not incurred in the exercise of prudent business judgment, and when the business benefits were not direct and reasonably to be expected, such deductions were not allowed.

It appeared that the petitioner upon cross-examination was not quite clear as to the "specific value"

Reprinted by special permission from the "Current Tax Review."

from a business viewpoint, of maintaining contact with prominent and successful authors. It was pointed out that no actual business benefits had resulted and the Board concluded that the purpose of the entertainment was not only remote in its relation to her activities but of a character not reasonably expected to benefit her business.

In connection with the entertaining of the producer, Max Reinhardt, and the distribution of theater tickets, the Board held that the costs of such entertaining were not segregated, and for that reason it could not determine whether the amount was reasonable pursuant to the requirement that business expense must be "ordinary and necessary" to constitute a proper deduction.

In its opinion, the Board held that it was not shown that the entertaining expense was reasonable in amount or extent, or necessary in fact to any extent. Every expense, it stated, from which some incidental advantage may flow is not a business expense under the statute, nor is every business expense necessarily an "ordinary" expense. And even where it is ordinary, it may not be necessary.

The Importance of Available Proof

It appears that the principal source of controversy in most cases involving entertainment expense lies in the available proof. For instance, had Miss Ulric been able to cite a single instance where she had benefited in a single way from her entertaining activities, the decision of the Board might have been in her favor. Most salesmen neglect to keep the simplest form of records to substantiate a traveling or entertaining deduction.

May

Knowing the difficulties involved in recording all the petty items in an expense account, the Board has been quite lenient in the past and has allowed considerable latitude to taxpayers in proving such items.

For example, in the case of M. P. Watson, 3 B.T.A. 840, petitioner spent about \$3,000, during 1920, for entertaining customers and traveling. All he could show by the way of evidence was 111 canceled checks and he testified as to how each one was expended. The Board allowed the deduction.

In another case, a salesman kept a memorandum book and each week recorded the amount he spent for auto hire, theater tickets, dinners for customers, and other items such as telephone and telegrams. He showed that he had spent \$1,715.20 during the year for which he had not been reimbursed by his employer, and this also was allowed by the Board.

Often, not even a crude memorandum is available to prove the entertaining or traveling expense. In the case of Barnet Weiss, 3 B.T.A. 228, petitioner testified that he traveled twenty weeks in 1923 as a salesman. He had no record whatsoever showing his expense accounts or the number of miles traveled by him. The Board in this case stated that the burden of proof is upon the taxpayer, and the bare assertion of an estimate in matters of expense which can in all probability be proven with some degree of accuracy, is not sufficient proof.

In the case of Samuel Cooper, 1 B.T.A. 615, petitioner stated that he kept no records but was away from home 184 days during the year. Based on the number of days on the road, an estimated deduction was allowed for railway, baggage,

hotel rooms, and meals. Laundry and valet service deemed personal were excluded. The Board held, however, that the evidence furnished did not prove the right to deduct entertaining expense including tips to bell boys, hotel employees, telephone and telegrams, etc.

It is quite common for business concerns to issue checks to officers, partners, or employees, usually made payable to cash and charged on the books of account to entertaining or selling expense. Where these amounts are reasonable in relation to the volume of business transacted and where they are a customary expense in the particular line of business, the Board has been fair in its practice of allowing such deductions.

When these officers or partners, however, deduct entertaining expense on their individual returns, the department has been more vigilant, on the theory that if such amounts are ordinary business expense they should be paid for by the business itself and not by the employee out of his salary. In such instances, proof must be available that the employee has agreed to furnish the entertaining or traveling expense out of his own salary, and that no double deduction has resulted.

In conclusion, it is well to emphasize that taxpayers incurring entertaining or traveling expense, must keep a clear record of the items if full advantage is to be taken of the deduction allowed by law for such expenditures. The lack of such records has frequently resulted in additional taxes, and has been a source of worry and care to the tax practitioner, who is called upon to help prove a case where evidence is not available.

White Heads Aluminum Utensil

W. C. White has been elected a director and president of The Aluminum Cooking Utensil Company, New Kensington, Pa. He had been general manager of the company and, in his present appointment, will continue as advertising manager of the Aluminum Company of America, a position he has held since 1928.

New Ohio Business

Thomas Wheeler, Jr., and Lawrence N. Fregeau have started an advertising and printing service, with offices at 17 South High Street, Columbus, Ohio, under the name of Wheeler, Fregeau & Associates. Mr. Wheeler was until recently with the Kinnear Manufacturing Company. Mr. Fregeau was formerly advertising manager of Dunn, Taft & Company.

How Shall We Get Higher Price in Changing Market?

(Continued from page 4)

shoes was ready for presentation to the retailer and to the consumer.

I mentioned before that the consumer who had paid \$5 and \$6 a pair for Walter Booth shoes in the past, today expected them for around \$3 and \$4. That meant if we wished to sell him shoes at \$5 and \$6 today, we would have to sell him under a new name. The first job was finding a new name . . . one with romance and life to it.

"Crosby Square" was the name chosen. This line was known as "Crosby Square Authentic Fashions"—the name "Walter Booth" was entirely divorced from it. The name chosen immediately tied up the line with a place, thus giving us the effect we wanted, for romance was attached to the line at once.

The program for advertising this line was broad. In the first place it embraced telling the retailer. This was done in two ways: First, by the use of direct mail, and, second, by the use of business papers. To every customer and prospect we sent a letter announcing this new line. This we followed up by a three-page reprint of our first business-paper advertisement. Then we ran a campaign of six pieces—a piece mailed daily for six consecutive days, each enclosing a card requesting a salesman to call.

The first piece was a blown-up wire, telling the trade to be on the lookout for a little booklet which would tell them how Crosby Square would build up their dollar volume. The booklet was the second piece.

Third Piece a "Proof" Sheet

The third piece was a large spread showing reprints of several business-paper advertisements picturing the stores already handling the line, and what those stores thought of the shoes. That was a sort of proof sheet, showing the retailer that some of the biggest

stores in the country were buying.

The next three pieces were letters, each appealing to a different emotion, endeavoring to get the dealer stirred up to request a salesman to call. Remember, the retailer received a piece of mail from us every day for six successive days—and it did stir up interest. We received between 15 to 20 per cent returns. The salesmen called on those who sent in cards at first, but followed up on the rest later.

In business papers we smashed over the message. We started out with a three-page spread announcing the line in every paper in our industry. We followed up with two-page advertisements after that in several issues featuring some big store that had taken on the line and an expression from them concerning it.

Pride Element in Consumer Advertising

We did not forget dealer helps and national advertising. A national weekly carried a campaign during the fall months. A quiet sort of campaign, but one with the idea behind it to make people want to buy Crosby Square shoes, because of the personal pride of ownership. Our dealers were supplied with mats for newspaper advertising.

Window displays, electric signs, counter cards, direct-mail helps, were supplied to the dealer. To a dealer taking on the agency we sent out to his mailing list a letter telling his customers the story of Crosby Square and informing him that our customer was the dealer in his community. This helped introduce the line to the consumer.

The shoes were packed in a distinctive black, red and gold carton. This added color to the line and put it above the ordinary run. In every carton we packed a small leaflet telling the wearer about the shoes—the fashion story connected with them—the clothes they could

be worn with—and how to take care of them.

We knew it would be a big job for our salesmen to put this across, for in order to do it right our men would have to present to the customer our whole original plan of thought. That was done through a visual sales portfolio in which we could write the story and which the salesmen could present to their customers in the proper sequence of thought.

A large portfolio was prepared—twelve by sixteen inches—which stood up in easel form. The complete story was told therein—starting with:

1. What Crosby Square is.
2. What is wrong with present shoes and shoe methods.
3. How Crosby Square overcomes all wrongs.
4. Why Crosby Square makes more volume and increased profits possible.
5. The way our advertising and dealer helps will put over Crosby Square in every retail store.

Here then was the complete story for the salesman to present in a logical manner, making it impossible for him to leave anything out of his sales talk. The sales portfolio had to be presented and gone over first, selling the idea, before any of our shoes were sold.

The selling plan called for opening up agencies. A dealer had to buy a certain minimum number of shoes before he could have the agency. Each salesman has a definite quota of agencies which he must open in his territory. Only the best and biggest stores were to be solicited.

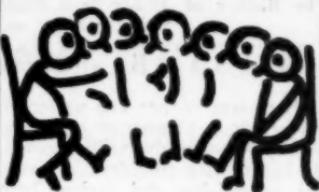
The line went over. That's evidenced by our selling Gimbel Brothers, Maurice L. Rothschild, Daniels & Fisher, and other stores of that type throughout the whole United States.

It went over because it was an idea fundamentally right—presented dramatically to the trade to help it increase its dollar volume.

Has Farm Equipment Account

The Letz Manufacturing Company, Crown Point, Ind., roughage mills, feed grinders and silo filling machinery, has placed its advertising account with Reincke-Ellis-Younggreen & Finn, Chicago advertising agency. Farm papers and direct mail will be used.

WHEN LADIES MEET



to discuss plans for fall activities in Y. W. C. A.'s throughout the country, The Womans Press will act as your spokesmen. Y. W. C. A. executives read and use their national magazine and take it into board and committee meetings. Only your advertising can speak for you in these closed conferences.

JULY + AUGUST

the two-in-one issue out June 25 is a timely edition for a hearing. June 16 is the closing date.

THE WOMANS PRESS

Dorothy Putney, Adv. Mgr.
600 Lexington Ave., New York, N. Y.
Plaza 3-4700

*Ready MAY 31
advance edition of*

ADVERTISING AGENCY COMPENSATION

by
James W. Young

This is the complete Young Report as presented to the committee which represented equally advertisers, agencies, and publishers. Just completed after six months, it is an impartial and complete study of the commission system in all its ramifications. \$6.00

Order direct from

**THE UNIVERSITY OF
CHICAGO PRESS**
5750 Ellis Avenue, Chicago

Kill the Ghost of the High-Hat

The Banker of Today Is a Business Man but Bank Advertising Still Labors Under a Tradition of Nobility

By an Advertising Agent

[EDITORIAL NOTE: The writer of this article is an account executive of a well-known advertising agency. He has written considerable financial advertising and writes here anonymously for an obvious reason —his present bank clients.]

I HAVE been associated with bank advertising for six years. I have evolved some pretty radical theories and I'm going to get them off my chest.

Bernard Shaw said during his speech over here something about bankers being 95 per cent lunatics because they tried to make \$5 do the work of \$100. That is undoubtedly the secret of the leverage of high finance. But in bank advertising the banker usually spends \$5 where he should spend \$100 and insists on handling it so that it will do the work of not more than 10 cents properly spent.

You have perhaps heard of the nice old lady in reduced circumstances who decided to enter business via the horse-radish route. So out she went on the street with a basket of horse radish on her arm and uttered a timid "horse radish." Then she paused and shivered and said, "Land's sakes—I hope nobody heard me."

But she and Caspar Q. Milquetoast were—are—lions in comparison with bank advertising.

When I was a youngster the kids used to say "Put up or shut up." It's about time that the bankers of this country followed that advice. I happen to believe that most of the banks of this country are in the hands of men honest, able and above the average. They have suffered from a ridiculous social philosophy which classed them with the so-called professions. They—in the small town—shared with the minister, the first families with snooty ancestors, and the other local high-hats, the dreadful re-

sponsibility of carrying over the tradition of nobility wished upon us by Sir Walter Scott. To marry the banker's daughter, to sit behind his austere respectability at church, was the ambition of the local idiots who never understood banking to be what it is—the care and handling of other people's money for a personal profit. If the banker is not a business man he is nothing—and so he frequently turns out to be nothing.

How can any man be an honest and successful business man if he must, figuratively or actually, do business laden down with a high-hat, a cut-away and a cane? He can't and that's all there is to it.

Now, you will say, the banker is no longer like that. Well, maybe he isn't but most people don't know it yet—and if bank advertising continues on its conservative way they never will.

Same Old Words

Count the number of times in present bank advertising of the following weasel words and phrases are used! Conservative, in keeping with, our service, traditions, steadfast, sound, strong, liquid (how liquid our banks are—enough to float the navies of the world), sympathetic and friendly and experienced—and so on and so on in the best traditions of sound banking always bearing in mind the interests of the depositor.

It was news when Charlie Dawes—a banker—swore. It is probably true that Charlie has had so many reasons for swearing in public and private during the last two years that it is no longer news—perhaps it's news when he doesn't.

But bankers the country over ought to haul out their advertising files and say a number of damns over them—and then say to the advertising man, who is probably

Where to advertise Premiums for *action*

Action in the way of live, worth-while leads to follow up.

"We are glad to tell you that inquiries from the May Cattaraugus Cutlery Company's advertisement have been very good and we want to repeat the insertion in June."

MOSS-CHASE CO.

* * *

"We will use one-sixth page in June issue. Returns from the May ad have been far in excess of our hopes."

THE HAGERSTOWN LEATHER CO.

* * *

"More and better replies than from any other premium advertising we have used in the past. Inquiries of the highest quality."

W. & J. SLOANE, Selling Agents, Masland Rugs.

* * *

"Received 22 inquiries to date . . . inquiries still coming in . . . from responsible houses."

WOLLENSAK OPTICAL CO.

Many other comments have been received from May advertisers. All say "good response." Most of them say, in addition, "high type response."

Six of the May advertisers are back after more inquiries with ads in the June issue. Several others tell us they, too, will be back for more.

Advertise where you can get action. Advertise your premium merchandise to the 14,230 paid subscribers of—

Printers' Ink Monthly

Forms for July close June 15.

June 1, 1933

second assistant janitor in rank: "For heaven's sake say something. Tell them our vice-presidents are fired if they get halitosis. Tell them we don't give a hoot for holdup men, stock salesmen, directors who want loans or large stockholders with moronic nephews who want jobs. Tell them this bank is run like a business—we don't need the public confidence—we are not confidence men. A depositor here gets safety for his money because we are honest men who don't want to go to jail. He gets loans on adequate security and we like self-liquidating business loans. We are out to make a reasonable profit by performing a necessary service and if it isn't necessary we have no reason for being in business. But, for heaven's sake, say something."

Banking is the simplest business in the world—but the simplest businesses, like running a store or a boarding house, are the ones with the highest percentage of failures. The bankers who are in business today are able men. If they will get down to brass tacks with the public and themselves they will

again become what they should be—a respected and essential part of the community—as respected and essential as our plumbers or store owners or garage men. There is no longer a divinity which doth hedge a king or a banker. Why can't the First National Bank hang out a sign "Money to loan at reasonable rates?"

I don't have to be told I'm a little extreme. There is some practical, worth-while bank advertising. Other sensible bankers seeing no value in the usual stuffed shirt pronouncements have been satisfied to say nothing.

But now is the time when the bank that says something—and puts diving girls on its marble pillars—will have an audience and an increase in deposits and an increase in loans and an increase in profits—and also be the skunk in the local banking party. But I'd rather be a live skunk than a stuffed shirt in rigor mortis.

The Government has provided a cash cushion for the old security reserve. Full steam ahead—and justify the banks to man.



Old Colony Club Re-elects

Roland H. Haviland of South Weymouth again heads the Old Colony Advertising Club of Brockton and the Massachusetts South Shore district this next year. Other officers are: First vice-president, Deane E. Alexander; second vice-president, Thomas Canan; secretary, Wilbur L. Longden, re-elected; treasurer, Albert L. Howard, re-elected.

A. T. & T. Appoints R. S. Coe

Richard Storrs Coe, formerly of the editorial staff of *PRINTERS' INK*, has been appointed assistant secretary of the American Telephone & Telegraph Company by the board of directors, to succeed the present assistant secretary who will retire on June 30, 1933.

Darling Directs Candy Sales

Thurston V. Darling, formerly with the Rochester, N. Y., *Times-Union*, has been appointed sales manager of the Rochester Candy Works, makers of Colebrook candies.

Death of E. C. Thompson

Edwin C. Thompson, treasurer of the McFarland Publicity Service, Harrisburg, Pa., died recently. He had been treasurer of the company since its organization.

Joins Dawson-Butcher

Kenneth MacIntyre has joined Coleman Dawson-Jesse S. Butcher Radio Productions, New York, and will represent their special program service to advertisers and agencies. He was for several years treasurer of Williams & Saylor, Inc.

Kinzer Heads Milk Group

P. G. Kinzer, vice-president of the Carnation Milk Company, has been elected president of the Evaporated Milk Association to fill the vacancy caused by the resignation of Lowell Wilson. Mr. Kinzer has his headquarters in Milwaukee.

New San Francisco Business

The Kelso Norman Organization is a new advertising business with offices in the Russ Building, San Francisco. Associated with the new business are Kelso Norman, Arthur S. Matthews, Louis W. Levy and Adolph Klein.

Perkins with "Fleet Owner"

L. W. Perkins, for many years with the *Commercial Car Journal*, has joined the staff of *Fleet Owner*, New York, as advertising manager of the Ohio and Michigan territory.

How Excessive Taxation Increases Cost of Living

Also It Penalizes Accomplishment, as Is Shown in This Report to Utility Stockholders

PHILIP G. GOSSLER, president of the Columbia Gas & Electric Corporation, has written a good-tempered, judicially worded statement to stockholders of his company in which he sets forth the burdensome and unnecessary evils of excessive taxation. How is business going to win in its present fight for its life unless some way can be devised to prevent taxation from devouring its capital substance? PRINTERS' INK regards this as a vital question. Mr. Gossler's letter, here presented, will help dramatize the issue to American business men.

**TO THE SHAREHOLDERS OF
COLUMBIA GAS & ELECTRIC COR-
PORATION :**

Present trends in taxation deserve your immediate consideration. Taxes not only consume the incomes of individuals but are also threatening the basic revenues from which individual incomes are derived either as wages or return on investment.

This makes the problem of securing reduction in taxation one of the most pressing matters confronting the citizens of this country. Fundamentally it must be accomplished by reduction in the expenditures of our governing bodies.

Of the total of Government expenditures, approximately 29 per cent are made by the Federal Government, 16 per cent by State governments and 55 per cent—or more than half—are made by counties, townships and municipalities. In contrast with this general condition, about 83 per cent of Columbia System's taxes for 1932 were levied by the States and local governmental bodies and about 17 per cent by the Federal Government.

Any careful corporate management which has succeeded in maintaining stability and credit through this critical period of economic stress may be penalized for its accomplishment by taxation, both punitive and destructive, unless fairness and reason can be restored.

Political attacks upon utility earnings are encouraged by their

very quality of stability. On the one hand, demands are made for rate reductions; on the other, there is hardly a legislative day without its program for additional tax assessments against these properties.

Utility rates have not had the same drop during the period of depression as have clothing, rents and other items entering into living costs for the simple reason that prices for these services during the boom period did not rise sharply as was the case with other living costs. Regardless of reduction in price levels during the depression, the average cost of living at the end of 1932 was still 21 per cent higher than it was in 1914, whereas the cost of domestic electric service is 21 per cent lower.

Utility rates, being mainly fixed by public regulatory bodies, are not readily subject to adjustment with increased expenses arising from increased tax levies. The practical effect of tax increases is an immediate reduction in net income of the company and means a postponement of consideration of reduction in rates.

The burden of taxation is of much greater importance in the living expenses of the average family than is the amount paid for public utility service. Taking the country as a whole, a reduction of 15 per cent in State and local expenditures would save citizens an amount equal to the total cost of their domestic gas and electric service combined.

Shareholders of Columbia System will be interested to know that to provide for the payment of taxes there has been set aside from the revenues of these companies in 1932 an amount equivalent to approximately 69 per cent of their combined net income (after deducting ordinary operating expenses, regular provision for reserves and taxes, interest charges and preferred dividends). These taxes may be still further increased by legislation now pending in various States and in the Federal Government.

The above facts are brought to

+

your attention for your use in considering financial reports submitted to you and because the citizen of the local community is in the best position to express his views on this very burdensome subject effectively to local governing bodies.

There is enclosed herewith a comparative statement of consolidated earnings of Columbia Gas & Electric Corporation and subsidiary companies for the three-month and twelve-month periods ended March 31, 1933.

PHILIP G. GOSSLER,
President.

Farley Expects Lower Post Office Rates

CONVINCED that the restoration of the two-cent rate upon first-class mail matter would contribute strongly to the revival of trade and industry, the administration at Washington proposes to effect a reduction of the three-cent rate "at the earliest possible moment." The authority is Postmaster-General James A. Farley, who recently addressed a meeting of the Mail Advertising Service Association of Chicago. "Experience has shown that high postage rates go far toward destroying the usefulness of the postal service as an aid to business," he declared.

"It is recognized that the question of postage rates has a vital relation to the volume of mail matter handled," said Mr. Farley. "The three-cent rate has brought in some additional revenue. On the other hand, it has discouraged business correspondence, particu-

larly in the local field—that is, mail addressed for delivery in the city where mailed.

"The extent to which postage rates can be revised downward depends upon improvement in general business conditions, as well as upon the volume offered for handling. Naturally, the volume will increase as business recovers, so that to a certain degree the two factors go hand in hand. You may rest assured that the administration will do everything within its power and ability to encourage the return of a normal flow of trade and intends to promote that happy result as far as it can through the establishment of the most favorable postage rates that may be found feasible."

As a first step in this direction, the speaker noted, the administration has already recommended the restoration of the two-cent rate for letters and other first-class matter addressed for local delivery.

Du Pont Buys Remington Arms

Arrangements have been made for the purchase of control of the Remington Arms Company, Inc., by E. I. du Pont de Nemours & Company, Wilmington, Del. Remington Arms, it is understood, will continue as a separate corporation under active management of the du Pont group.

M. D. Townsend Heads Denver Club

Morris D. Townsend has been elected president of the Advertising Club of Denver. Charles B. Roth is vice-president and John L. Jenkins, secretary-treasurer. New directors are Wesley R. Curtis, Orville J. Grisier, Eugene M. Hoge, Clyde H. Smith, Delphine Schmitt and Jerry Zigmond.

Fri

con-
sub-
ci-
is in
his
sub-
ning

h a
solici-
as &
liary
and
arch

ER,
dent.

ce

t is,
n the

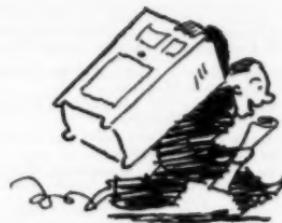
stage
d de-
neral
upon
lling.
crease
to a
s go
t as-
will
r and
rn of
tends
s far
ment
rates

ction,
stra-
l the
e for
atter

ls

lected
ib of
-pres-
etary-
ey R.
ne M.
chmitt

Printers' Ink-lings



Frigidaire Isn't Chilled

THE Frigidaire Corporation isn't chilled by business prospects. In fact, it is hot on the trail of volume orders—supported by a \$2,000,000 advertising campaign. Two other matters about which Frigidaire feels warmly are P. I. and P. I. M. Subscriptions to both are entered for the three executives in charge of the new campaign.

PRINTERS' INK

Registered U. S. Patent Office

*A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell*

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICES: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: AShland 4-6590. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COTTONTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy, Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year. Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
G. A. NICHOLS, Managing Editor
ROY DICKINSON, Associate Editor
C. B. LARABEE, Associate Editor
BERNARD A. GRIMES, News Editor

Andrew M. Howe Arthur H. Little
H. W. Marks Eldridge Peterson
S. E. Leith

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, JUNE 1, 1933

Strong Support for P. I. Statute Supporters of the PRINTERS' INK Model Statute, now before the United States Senate, have been somewhat apprehensive over a statement attributed to Senator Arthur Capper, its sponsor, to the general effect that he favored the Federal Trade Commission as an enforcing agency for the law.

Senator Capper assures us, however, that the quotation was inaccurate. So far as he is concerned, the Commission will have no part in the picture. The enforcement will be by the regular machinery of the Department of Justice, through Federal grand jury indictment of offenders.

Few indeed, we imagine, will be inclined to argue with the Senator on that score—PRINTERS' INK least of all.

There has to be police work,

though. Complaints have to be submitted to the Federal district attorneys before any prosecutions are started. But inasmuch as purging advertising is nothing having to do with hard liquor, violations will not be tracked down with holy zeal and fanatical fury by some of Uncle Sam's hired men as has been done under the fast fading noble experiment.

At this time when President Roosevelt is urging business to go into partnership with the Government, it seems appropriate to remark that within the ranks of organized advertising itself there is plenty of police talent for this purpose. There is the Advertising Federation of America with about 100 individual clubs. There are the Better Business Bureaus which are functioning in the States where the PRINTERS' INK Model Statute is law. There is the recently organized Board of Review. There are the various trade associations whose members comprise substantially all the country's leading advertisers.

With all these organizations keenly interested in good advertising, and ready to sound the alarm it would seem that violators of the law could hardly hide away from Federal district attorneys or escape prosecution.

Nobody need fear that this law, if passed, will not have sufficient and intelligent policing work behind it.

The success of the law, however, is not to be judged by the number of prosecutions it makes possible. Its main strength will be in its threat to dishonest advertising. This has proved to be the case with the workings of the PRINTERS' INK Statute in the various States—just as we predicted it would be when the Statute was promulgated in 1911.

Better Business Bureaus have found through the years that the PRINTERS' INK Statute has been

even
tive
as a
He
from
which

NEW
BUR

PRE
bein
as p
In
Stat
the
pri
used
and
nec
ROCE
BUSIN
ERS'

great
untr
seld
as
nece
tical
our
back
uphe

INDIA
BUSIN
used
Stat
pros
to ge
case
ever
our
wher
case

DETRO
BUSIN
ably
Stat
to th
cour
those
verti

TOLE
NESS
Tole
four
ERS'

to be
district
executions
as purg-
having
olations
with holy
some of
has been
g noble

resident
s to go
Government
to re-
anks of
there is
or this
ertising
h about
ere are
s which
s where
Statute
ntly or-
There
citations
substan-
leading

izations
adver-
nd the
iolators
le away
neys or

this law,
fficient
ork be-

however,
number
possible.
in its
ertising.
e case
PRINT-
various
cted it
te was

s have
hat the
us been

even more powerful as a preventive of dishonest advertising than as a punitive measure.

Here are a few reports received from local Better Business Bureaus which illustrate what we mean:

NEW YORK BETTER BUSINESS BUREAU—We are in favor of the

PRINTERS' INK Model Statute being enacted into Federal law as proposed by the Capper Bill. In New York State, the Model Statute which is Section 421 of the New York Penal Code is primarily preventive. We have used it as such in scores of cases, and prosecutions we have found necessary only as a last resort.

ROCHESTER, (N. Y.) BETTER BUSINESS BUREAU—The PRINTERS' INK Statute has been a great help in the elimination of untruthful advertising. We have

seldom used the Statute except as a basis for action without necessary prosecution. In practically all cases we have reached our objective and always in the background was the Statute to uphold us in our action.

INDIANAPOLIS, (IND.) BETTER BUSINESS BUREAU—We have used the PRINTERS' INK Model Statute for probably a dozen

prosecutions and have been able to get convictions in nearly every case. I sincerely believe, however, that this has been due to our bringing prosecution only when we felt we had an air-tight case against a vicious advertiser.

DETROIT, (MICH.) BETTER BUSINESS BUREAU—Unquestionably the PRINTERS' INK Model Statute has been of great help to this bureau not only in dis-

couraging but in prosecuting those who employ fraudulent advertising.

TOLEDO, (O.) BETTER BUSINESS BUREAU—Ever since the

Toledo Bureau was organized fourteen years ago, the PRINTERS' INK Statute has been quoted

to advertisers and in many cases co-operation has resulted in eliminating misstatement of facts.

COLUMBUS, (O.) BETTER BUSINESS BUREAU—We are en-

closing a copy of a bulletin which will give you the details of an important prosecution which attracted national attention. The case has been referred to in many publications interested in accurate advertising. It is the only case of its kind in the history of this advertising law, where underselling claims have been the cause of prosecution. From a practical day to day working standpoint, the law fills our present need.

SCHENECTADY, (N. Y.) BETTER BUSINESS BUREAU—We

have had occasion to use the PRINTERS' INK Statute as a threat in certain flagrant violations but as far as bringing about any prosecutions, we have not done so.

Thus the workings of this law in enforcing honest advertising are not to be thought of primarily in terms of prosecution. A good policeman, though, can talk more convincingly if he has a strong law back of him—just as these Better Business Bureaus have found.

A Plethora of Oracles

And now we're told, in a publicity release, that Colonel Louis McHenry Howe, of the White House secretariat, is to take to the air every week and tell all. Starting June 4, he's to be "interviewed" weekly over a big hook-up; and, as we understand it, he'll explain practically everything.

If you've a question to ask the administration, all you need do is write to Col. Howe, or to his sponsors, or to the station to which you are listening. A week later, if you're lucky enough so that the Colonel picks your letter out of the bales and bales of letters that

have come to him, you'll get the answer right out of your loud speaker.

All of which, of course, will be at least mildly exciting.

But we wonder if maybe this oracle business isn't being somewhat overdone. Colonel Howe is the latest of the Presidential family, official and otherwise, to go ethereal; but there's no assurance that we can discern that he is to be the last.

If we may be blunt and bullish in the china shop of a delicate subject, it is beginning to appear that our Chief Magistrate is hampered already by a multiplicity of spokesmen and interpreters and reflectors. It seems that everybody near him is seizing a microphone or a typewriter or the intake hose of a dictating machine to tell us about plans and policies and achievements—and personalities.

At least a few of us plain citizens are caused to wonder whether, last fall, we elected a president or a platoon.

And the situation is made the more distressing by the fact that the President himself, all alone before a microphone, expresses himself more clearly, more pleasantly, more convincingly and far more adequately than can anyone who, rising in his reflected light, undertakes to speak for him.

In a music hall, at the close of a number, a voice in the pit called out: "Encore! Encore!" To which a voice from the gallery raised itself in protest, saying: "To hell with Encore! Let the same gentleman sing again!"

"We Never Advertise" When Morgan the Reticent, son of Morgan the Magnificent, squared his heavy shoulders in the witness chair in Washington and began to answer questions, America listened, not in admiration, but in curiosity.

Here was Titan brought to book.

Here was Legend brought to earth. Here was Mystery brought to view. Here—America hoped in the more morbid ganglia of its emotions—was Scandal brought to Page One.

Out of what he said there have erupted, already, many angry conclusions. Out of the welter of politics in which even this inquisition has been entangled—and out of the haze of embarrassment that has befogged even some of the inquisitors—may come something remedial.

Certain it is that whatever comes will be drastic.

And it is interesting to trace out through the tangle of psychology one significant thread. It came into focus for just an instant when Mr. Morgan answered a certain question.

"No," he said, "we never advertise."

Of course, it would be foolish to say that therein lies the key to the snarl. Yet would it?

We never advertise! We are a partnership, a closed partnership, closed to prying eyes. Yes, we accept deposits; we accept the deposits of individuals and of corporations. But our business is our own, untouched by any public interest. Our very name we have kept off the door of the house of our enterprise.

It would be untrue to say that advertising has enabled other bankers to avert trouble. Banks that have advertised have failed.

But this is true: In manufacturing, in retailing, advertising long has stood in the public mind as a symbol of open dealing. And many an advertiser, in the banking field and out of it, has found that his advertising, because it opens the doors of his business to the sunlight and the fresh air of public confidence, has served to purge that business and to purify it, to the end that confidence might not find itself misplaced.

Now y women average sonal, f young v Group, age; 81% wives. 8 nation and is greater

T Sp

Fo Her's woman a But the this gro der — c cigarette where th are at the —the cr glamor— ling buy

2c fa Rom

Meet the magazine the young woman, interests: f Now it c these you full pages this rich today!

MINNE

SCREEN
This Magazine is a

PAY LESS FOR BETTER CUSTOMERS!

Now you can select a million girls and women who spend twice as much as the average (\$419.54 apiece last year) for personal, feminine articles. They're the million young women who read Fawcett Women's Group. 72% of them average 25 years of age; 81% are wage-earners or wage-earners' wives. 88% are in cities of 2,500 population and over—where per capita spending is greatest.

This Young Woman Spends Twice as Much (\$32 A YEAR) For Silk Hosiery Alone

Here's one example! The average woman spends \$15 a year for hosiery! But the women and girls who read this group spend \$32! Rouge—powder—creams—lingerie—shoes—cigarettes—are a few more items where these girls spend more. They are at the age when romance—the craving for luxury and glamor—is the most compelling buying urge in life!

2c A PIECE

for a Million Romantic Minded Buyers

Meet these girls in the four magazines which are built for the young, free-spending woman, centered around her four most vital interests: fashion, beauty, cinema stars, and love. Now it costs you but two cents apiece, to reach these young, able-to-buy prospects, with twelve full pages! Write today and get the facts about this rich market and these four magazines! Do it today!



\$1.70

The Lowest Page
Rate per Thousand
to Reach a Million
Buyers



Fawcett Women's Group

FAWCETT PUBLICATIONS, Inc.

MINNEAPOLIS CHICAGO NEW YORK LOS ANGELES SAN FRANCISCO



The Little Schoolmaster's Classroom

WITH the coming of warm weather, thousands of new outlets for a great many different products are being opened in all parts of the country. These outlets are, of course, the roadside stands.

Various estimates have been made of the amount of merchandise that is sold annually through these seasonal outlets. As there is no method of figuring them accurately, the Schoolmaster has always been content with his own estimate of "a number of millions." Surprisingly, however, despite the size of this roadside market few companies have worked out concrete plans whereby they can, in the first place, get a sizable share of the business for themselves and, in the second place, help the roadside proprietor boost his own sales volume.

The chief reason for this, of course, has been that the amount of sales in any particular outlet is so small as to seem almost negligible and it is hardly worth while for any company to put in much individual effort on any single stand.

The Owens-Illinois Glass Company, through its beverage bottle division, has just issued a book, "The Open Road to Profits from 100,000 Outdoor Stands." Here in a condensed but thorough form are presented a great many concrete suggestions whereby the bottler can help roadside stands increase their sales and in turn help increase his own sales.

After pointing out that this is really big-league business the book tells the bottler how to sell stand operators, then gives him various ideas of how to show stands ways to increase their profits.

A summary gives ten points to be watched, among which are such interesting points as keeping a daily weather record in connection with sales figures, re-routing trucks in the summer season, routing sales-

Show Stands How to Increase Profits

THE special salesman who goes after the roadside stand business systematically will find that he commences five types of situations:

1. Stands which have never sold bottled carbonated beverages.

2. Stands which have sold bottled carbonated beverages and given up the line because of small volume (due to improper merchandising).

3. Stands which keep bottles of carbonated beverages on hand, but which due to poor merchandising do not feel that the volume justifies keeping them on hand. (These stands are often on the point of giving up the line.)

4. Stands which do a good bottled beverage business, but could increase it by improved methods.

5. Stands which manufacturer bottled carbonated beverages properly and do a big business. (Here the only problem is to break in and develop additional business.)

Every one of these types of stand can be sold by proper sales arguments and appropriate helpful suggestions.

1. Stands Not Selling Beverages

Every stand, large or small, is interested in a line that will bring him profit. The profit possibilities of bottled carbonated beverages are such as to make the owner of any roadside stand or country store sit up and take notice when they are presented convincingly.

When it is pointed out to a merchant that with the bottler's frequent service he need make but a small investment, and that with proper display he can turn over a stock of bottled beverages many times a year and realize up to 1400% gross profit on his investment, he will listen. The chances are he cannot pass out information from his stock and know the profits that approach him.

When actual cases are cited proving profit possibilities, the merchant will believe and act. In following pages of this book will be found a number of such cases to be used, but, before all, the advertiser should in most cases be able to point out gas stations and roadside stands in each vicinity where bottled carbonated beverages has been outstanding.

2. Stands That Have Given Up

The stand operator who has ever sold bottled beverages and given up the line can be won back and induced to try again when they are told that their failure has been due entirely to lack of proper methods.

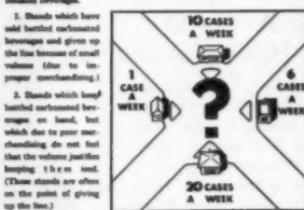
The salesman should tell them the same facts as are suggested above to prove that the possibilities are really there. Then he should show the roadside stand operator the few simple methods described in following pages, that bring the desired volume of business with astonishing regularity.

men for most economical coverage of the territory, and putting special salesmen out in cars to do the pioneering work systematically among stand operators.

* * *

The Schoolmaster is always interested when an advertiser steps off the beaten path to deliver a message that is out of the ordinary. In the advertising pages of the business papers are found frequently personal messages from heads of companies and as a rule these messages are quite different from the usual run of advertising.

The business-paper page offers the executive a chance to take deal-



ers into opportunity to the retail

The recent a president. The a "American Fashion says:

"In 1936 drastic the cor money w

"In 1936 that m cheap, price is

"The aroused shattere nomie e they inc ioned and men

"Since workma at Mon chants will can ment N and c edge tha suffer."

Those discussio know th than to tising re

The Class a teacher Joseph Oreg., series o the Pacificing Age

"Whe of the clared, your m much ab

ers into his confidence, an opportunity to project his personality to the retail trade.

The Schoolmaster was forcibly reminded of this when he saw a recent advertisement signed by the president of the Monument Mills. The advertisement is headed, "America Demands More Old-Fashioned Honesty." The copy says:

"In 1929 few would believe that drastic liquidation was just around the corner—that the era of easy money was drawing to a close.

"In 1933 too many still believe that misleading the public with cheap, flashy merchandise at a price is good business policy.

"The people of America are aroused. They have seen idols shattered, faith in the 'new economic era' destroyed. And today they increasingly demand old-fashioned honesty in men, institutions and merchandise.

"Since 1849 quality plus honest workmanship has been a tradition at Monument Mills. Today merchants who value customer goodwill can sell and recommend Monument Mills pre-shrunk bedspreads and coverlets, secure in the knowledge that their reputation will not suffer."

* * *

Those who are familiar with the discussions of the Schoolmaster know that few trifles irk him more than to hear the business of advertising referred to as a "game."

The subject comes before the Class again because its presiding teacher likes the jibe taken by Joseph R. Gerber, of Portland, Oreg., in his contribution to a series of broadcasts sponsored by the Pacific Association of Advertising Agencies.

"When you hear anybody speak of the 'advertising game,'" he declared, "you can just set it down in your mind that he doesn't know much about it. I do not claim that

I'll Buy An Agency

Preferably one of the smaller New York agencies with a good reputation and full recognition. Arrangements can be made for the owner to stay with the business and handle present accounts, if that seems desirable.

**Address "J," Box 77
Printers' Ink**

An Unusual Opportunity for a GENERAL MERCHANDISE MANAGER

A large, popular price, long established department store in a Metropolitan area desires the services of a General Merchandise Manager. Only those who have occupied this position for a considerable time in a large retail establishment will be considered. When answering, give a brief history of your experience, your age, family connections and educational background. All communications will be treated in the strictest confidence. Address replies to Box 32,

**Doremus & Company
Advertising Agency
43 Broad Street, New York**

TORONTO
MONTREAL
WINNIPEG
LONDON, Eng.

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER
VICTORIA

Booklet Prices

Printed on 60-lb M. F. Book Paper

Black Ink	5M	10M	25M
8 pages 6x9.....	\$38.50	\$59.00	\$135.75
16 " "	71.00	127.00	\$10.00
32 " "	136.00	219.00	410.00

Small Publications Desired

Prices Quoted on Other Printing

Rue Publishing Co., Denton, Md.

PRINTERS' INK:
Please enter my subscription to PRINTERS' INK. Send invoice for
\$3.00 to cover a year's copies.

Name.....
Company.....
Street.....
City and State.....
(position)

Name.....
Company.....
Street.....
City and State.....
(position)

4 -Color Ben Day Process
Printing on Newsprint;
Your Plates or Ours
Shopping News—Cleveland, O.

Fred A. Wish Inc.
12 E. 41st St. N.Y.C.

Will co-operate in developing Cartoons
and Cartoon-form illustrations for
advertising usage. Over 60 Cartoonists!

advertising is an exact science but at least it represents an important industry which uses as much knowledge as other industries of comparable size, and it has its highly professionalized and ethical aspects, too. It is certainly not a "game."

* * *

Oldham Paisley, manager, the Egyptian Advertising Agency, Marion, Ill., being of an antiquarian turn of mind, sends the Schoolmaster an interesting item to show that the jig-saw puzzle craze in advertising is nothing particularly new.

"My father recently discovered a jig-saw puzzle that is at least fifty years old," says Mr. Paisley. "It is mounted on wood, with a map of the State of Illinois on one side and a picture and advertisement for White Sewing Machines on the reverse side. The whole puzzle was kept in a wooden box, on the cover of which was a picture of an old-fashioned family in front of a fireplace working on the puzzle. On the floor is a picture of the cover of the box, containing the puzzle, with the legend, 'Clemens' Silent Teacher or Improved Sectional Map.'

"On the inside cover of the box was an announcement of a new 'Object Lesson in History' to be issued in 1883. In the bottom of the box was a Government chemist's analysis of Cleveland's Superior Baking Powder and Royal Baking Powder with a statement from Hall's Journal of Health: 'The above analyses indicate a preference for Cleveland's Superior Baking Powder and our opinion is that it is the better preparation.' Also there was an endorsement by Rev. E. J. Clemens, and an advertisement for Payne's 10-horse, spark-arresting portable engine manufactured by B. W. Payne & Sons.

"The puzzle itself differs from those of today in that the outside

border pieces leave the Illinois cut up on the side of the frame. Tom in the M. World standing having power with the lower a diplomatic machine. 'The passed

Trow Kaumagai elected National King, he Springs Litho & elected Thwaites City, N.

New Eleveden and Jesse M.

Most nation centered in ery Accident R. of the association earned be eager making

Tracy New York Braut West 4th House 7 East Sport Avenue Newark Company 8 West Ralph advertising Street,

Paul head of York, w. of Doctor commen Gethlebo

border is composed of nine large pieces which, when fitted together, leave the outside of the State of Illinois to be filled in. This was cut up by counties. On the reverse side of the map is the advertisement. Across both the top and bottom in large type are 'White Sewing Machine.' 'The Best in The World.' In the center is a girl, standing on a stone archway bearing a wreath in one hand and having her other hand on a foot-power White Sewing Machine, with the machine covered. At the lower left is a blacksmith and at the lower right is a student with a diploma. Beneath the arch is a machine turned on its side, labeled 'The White, Simplicity Unsurpassed.'

Lithographers Meet

Trowbridge Marston, president of the Kaumagraph Co., New York, was elected president of the Lithographers National Association at its annual meeting, held last week at White Sulphur Springs, W. Va. P. N. Calvert, Reserve Litho & Printing Co., Cleveland, was elected vice-president, and Milton F. Thwaite, Dennison & Sons, Long Island City, N. Y., treasurer.

New directors elected are: John H. Eleved, Grand Rapids; Arthur A. Goes and Robert S. Holding, Jr., Chicago, and Jesse M. Tompsett, St. Louis.

Most of the discussion at the convention centered around legislation incorporated in the National Industrial Recovery Act. A telegram was sent to President Roosevelt, promising the support of the industry, declaring that the association was deeply impressed by his earnest efforts and stating that it would be eager to be among the first to aid in making the proposed legislation effective.

New Addresses

Tracy-Locke-Dawson, Inc., opening New York office at 22 East 40th Street. Braumeister Advertising Company, 35 West 45th Street, New York. House of Advertising Specialties, Inc., 7 East 42nd Street, New York. Sporting Goods Journal, 300 Madison Avenue.

Newark Parrafin & Parchment Paper Company, New York office opened at 8 West 40th Street.

Ralph L. Dombrower Company, Inc., advertising agency, 210 East Franklin Street, Richmond, Va.

Degree for Paul Block

Paul Block, newspaper publisher and head of Paul Block and Associates, New York, was awarded the honorary degree of Doctor of Commercial Science at the commencement exercises, last week, of Ogelthorpe University.

Classified Advertisements

HELP WANTED

WANTED

Aggressive advertising salesman by monthly magazine. Give full details as to age, experience, etc. Box 903, P. I.

Salesman between twenty-five and thirty-five years age with thorough knowledge of printing papers and printing, and experience in promotional selling through jobbers. In answering cover experience in detail, references, and salary. Address Box 904, Printers' Ink Publishing Co.

Editor—Young business paper editor who wants to edit his own paper and control an interest in it, to join two fully experienced publication men in the formation of a trade paper in a non-competitive field. Small investment required. Full particulars at first meeting in New York. Box 902, Printers' Ink Weekly.

EMPLOYMENT SERVICES

THE MAN TO FIT THE JOB

The logical candidate for any job is the man who fits the job by measuring up to all requirements—he who has the exact experience and qualifications called for.

No better way to locate the man to fit the job than by advertising for him. And no better medium for the purpose than PRINTERS' INK, if the man you seek must possess a sales, merchandising or advertising background.

An advertisement in PRINTERS' INK, describing your man, should uncover many excellent prospects from among whom one is very likely to stand out as the best fitted for the job.

MISCELLANEOUS

James Madison, established vaudeville author, issues a Monthly Comedy Service for radio programs. \$3 copy; \$30 annually. Also exclusive programs and continuities to order. 465 S. Detroit St., Los Angeles.

POSITIONS WANTED

Production Manager—8 years' experience. Layout, type, engraving, makeup. Two years complete management of trade paper. Excellent references. Samples to show. Box 905, Printers' Ink.

Advertising Manager, Agency Executive, wide experience U. S. and Canada, budgeting, planning, layout, copy, house organs, publicity, sales, dealer contact, go anywhere, moderate salary. Box 901, P. I.

Artist and Layout Man—Age 28. Ten years' newspaper, outdoor and agency experience. Original and creative. Skilled letterer. Married. Sober and reliable. Desires permanent, congenial connection. Salary secondary consideration. Will go anywhere. Box 900, Printers' Ink.

Table of Contents

How Shall We Get Higher Prices in Changing Market?	
HAROLD O. LEISER, Walter Booth Shoe Company.....	3
From Barber Shop to Drug Store	
WILLIAM CURTIS LAMB, F. W. Fitch Company.....	5
Packaging the Product to Bring Repeat Orders	
H. A. TOULMIN, JR.	10
And Now Come Masks.	
.....	16
Yes, Law Can Prevent Misuse of Advertising	
.....	17
Compound Q Touches Off Another Gas War.	
.....	25
How Americans Sell Refrigeration in Great Britain	
.....	32
Getting the Salesman to Tell the Whole Story	
.....	36
This Direct Mail Is Geared to the Salesman's Work	
.....	40
Keeping Track of Advertising Material	
.....	47
Plus Value from an Advertised Name	
.....	49
Chain-Store Sales for April	
.....	52
Drug Industry Forms Institute	
.....	53
Blue Ribbon Doctors	
.....	56
What Distribution Costs	
.....	58
Hows and Whys of Running a Sales Force Magazine	
ROBERT H. PIERCE, Editor, "The Life Actna-izer".....	62
When Entertaining Expenses May Be Deducted in Tax Reports	
JOSEPH J. WECHSLER, Editor, "Current Tax Review".....	68
Kill the Ghost of the High-Hat	
By an Advertising Agent.....	72
How Excessive Taxation Increases Cost of Living	
.....	75
Editorials	
Strong Support for P. I. Statute—A Plethora of Oracles—"We Never Advertise."	78
The Little Schoolmaster's Classroom	
.....	82

MORE PRINTING *means* MORE BUSINESS

COMPANIES doing the biggest business are usually the biggest users of printing. This is logical, because the more people you must sell, the more people you must tell.

If you want to sell more people your products, tell more people about them through effective, yet economical printing, then, it's about time we got together.

It costs nothing to talk to a representative of Charles Francis Press about your printing problems. It saves many companies money—increases their sales. Why not talk it over before you place your next printing order?

Phone MEDallion 3-3500

CHARLES FRANCIS PRESS
461 EIGHTH AVE., at 34th ST., NEW YORK



DRUG STORES

during the first four months of
this year placed more advertis-
ing lineage in the Chicago Tribune
than they placed in the first two
Chicago afternoon papers com-
bined.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Offices: Chicago, Tribune Tower. New York, 220 E. 42nd St.
Atlanta, 1825 Rhodes Haverty Bldg. Boston, 718 Chamber of Commerce Bldg.
San Francisco, 820 Kohl Bldg.